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MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Volume II, Number 2

Spring 1987

Experience the Difference

by Francis X. Joyce
Executive Director

From our pre-Colonial history to our state-of-the-art Hynes Convention Center, Boston is *different*. We would like you and your association members to experience this difference.

Boston is small in geographic size, but big in attractions, shopping, art, history and entertainment. No other convention destination offers so much within walking distance.

You are probably familiar with many of Boston's offerings through your contact with the Greater Boston Convention and Visitors Bureau and with our hotels. You are probably *not* familiar with the behind-the-scenes cooperation that characterizes the meeting and convention industry in Boston.

This spirit of cooperation is the primary force behind the fact that the Hynes construction project continues to be on schedule and on budget. Few convention centers are built on time these days. Such projects are huge and complex undertakings. They require public money, political support, business support, labor support, expensive land in a prime downtown location, superior design and good timing. Fortunately, we in Boston have all these factors in just the right combination.

We at the Massachusetts Convention Center Authority have taken full advantage of this spirit of cooperation to accomplish our primary responsibility: the design, construction and management of Boston's new convention center.

From individuals to Fortune 500 companies, we have received a level of cooperation that is rare. The public-private partnerships and friendships that have been forged will not only assist us in our short-term task, but will continue to benefit the meeting and convention industry in Boston for years to come.



(Left to right) MCCA Executive Director Francis X. Joyce tours the group; Tom Kershaw, Chairman, Greater Boston Convention & Visitors Bureau (GBCVB); Dr. Warren Morgan, President, Massachusetts Dental Society; Robert Cumings, President, GBCVB; Matt Boylan, Executive Director, Massachusetts Dental Society; Michelle Motta, Director of Meeting Planning & Membership Services, Massachusetts Dental Society; and Dr. Ronald Chaput, Secretary, Massachusetts Dental Society.

Yankee Dental Congress

Hynes First Event to Host 17,000

Even though the Hynes has more than 57 bookings for 1988, its first year of operation, the signing of the first official contract for the very first event was cause for celebration. Members of the Yankee Dental Congress toured the Hynes construction site recently and remarked that, "We really didn't have to imagine what the space would look like, we can actually see it now, because all the structural work is done."

More than 17,000 attendees are expected to visit the Yankee Dental Congress' 400+ booths and four days of seminars and educational sessions January 21-24, 1988. Sponsored by the Massachusetts Dental Society, the Congress is one of the most prestigious and well-attended regional dental meetings in the U.S. The event has been hosted by the Hynes every year since 1976, and during the past two years of construction, it has been handled by the extensive meeting and exhibition facilities of the three hotels of "The Boston Complex" — The Boston Marriott Copley Place, Sheraton Hotel and Towers, and The Westin.

Construction Update

Hynes Rising Rapidly

The Hynes now has a tight roof and the building is weather-proof," reports Director of Project Engineering Ken Leach. "Another construction milestone completed on schedule."

With the opening of the building now only seven months away Leach sees no

serious obstacles to the first event booked into the Hynes: the Yankee Dental Congress' convention, scheduled for January 21-24, 1988. Weather-proofing the building has been the number one priority this Spring, and was accomplished despite the stormy

see Construction, page 2



struction

from page 1

r that caused flooding through-
ch of New England.

hough flooding wasn't a prob-
Boston, the unusual amount of
mporarily slowed our exterior
Leach observes. "We now have
al emphasis on the exterior and
r work, with 350 to 400 workers
site at any one time."

workers have completed the
g's structural steel and struc-
concrete work. This will allow
n a variety of areas to proceed
increased pace.

terior brick and granite work on
uth, East and West walls is 60
t complete, and the North wall
ercent complete. Interior parti-
re in various stages of comple-
roughout the building.

ation has begun on the elevators,
ors, plumbing and fire protec-
systems. Mechanical and electri-
systems are being installed, and a
of related tradesmen and crafts-
re busy from morning till night.

terior stonework in the recep-
d registration areas is now com-
and plastering is taking place on
one and two.

day one we've had a very aggres-
schedule," Leach says. "And the
ve attitude, great cooperation
utright enthusiasm from labor,
ctors, suppliers and manufac-
has been tremendous."

John B. Hynes Brochure

MCCA has just published a new
are on the new John B. Hynes Vet-
Memorial Convention Center — a
for every meeting and convention
er. The four-color publication is
niently sized at 8½ x 11 inches and
fold-out cover with an artist's
ing of the building. The inside is
ated with floor plans, facts and
s, a map of Boston and other help-
ormation.

ur copy call:

n New York City
t A. Lucci MASSMEETINGS
tor of Marketing Lydia Shelby
A 212-575-3140
236-8168

The New Hynes Convention Center

A Building Designed with the User in Mind

Meeting planners and delegates alike will appreciate the forethought that has gone into the new John B. Hynes Veterans Memorial Convention Center. It has been designed with flexibility and convenience in mind.

Exhibit halls, meeting rooms, pre-function areas and the ballroom have been integrated into a modern facility for both large and small users. The Hynes can be utilized by one large convention hosting 22,000 or it can handle up to seven smaller functions simultaneously.

Facts & Figures

Its five exhibit halls, ballroom, registration areas and pre-function spaces exceed 360,000 square feet. The five exhibit halls total 193,000 square feet and accommodate 1,051 booths. When combined with the 25,000 square foot ballroom, 1,180 booths can be held.

The 38 dedicated meeting rooms total 68,244 square feet and accommodate 70 to 1,200 people. The multi-purpose auditorium seats 5,000.

Simplicity & Convenience

While all these statistics are undeniably important, they tell only half the story. The other half is about how all

of these basic components are put together, and how they will look and feel to the visitor. Simplicity, comfort and convenience describe the building, its rooms and various facilities.

Unlike many convention centers, the layout of the Hynes is *simple*. Exhibit halls are in back and meeting rooms are in front — making visitor orientation easy. And, regardless of where you are in the building, you are always in sight of an elevator, escalator, or staircase — making circulation simple, too.

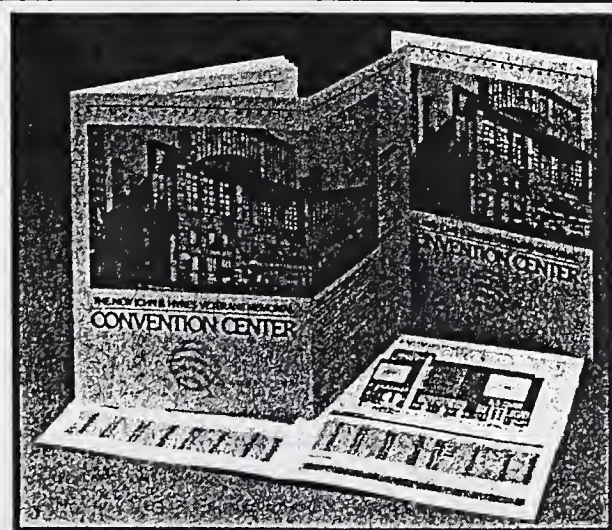
In many ways the Hynes will "feel" more like a hotel than a convention center. It has been designed to be a pleasant experience for visitors. Thus, the public and pre-function spaces have marble floors and oak paneled walls. The meeting rooms are wall-to-wall carpeted and have tastefully decorated walls and suspended acoustical ceilings.

The Hynes has also been designed to encourage delegates to remain in the building and participate in as many of your events as possible. The building can contain, entertain and service your members' every need, including exhibits, meetings, general sessions, banquets, registration, fast food, fine food, printing and copying, computer access and telecommunications.

Nuts & Bolts

The Hynes has also been designed with the truckers and set-up people in mind. They will be glad to know that the building has separate loading docks and elevators for convention trucks and for other services. Convention trucks have nine loading docks and five elevators (one of which can accommodate an entire 18-wheeler); other services have four loading docks and three elevators. Trucks also have street access to the first level. The second level has a large rolling door accessible via crane, for easy installation of oversized exhibits.

For more information call the MCCA Marketing Department: Darrell Baker or Ernest Lucci, (617) 236-8168/8170.



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MASSMEETINGS MASSMEETINGS
Gordon Ruppert Mark Broderick
(312) 664-0676 Kenneth Slattery
(202) 898-0909



GREATER SPRINGFIELD AND THE PIONEER VALLEY

Rally in the Valley!

Greater Springfield and the Pioneer Valley are rapidly becoming a major regional convention center and a meeting planner's dream come true. Blessed with the amenities of big city sophistication and the charms of the country in the surrounding Pioneer Valley, Greater Springfield offers a convention site, a central location, accessibility, excellent facilities and a special personality that prove invaluable in attracting convention business.

Springfield is only 18 miles by expressway from the downtown Springfield hotels and convention sites. Bradley International, the second largest commercial airport in New England, is served by all of the major airlines; non-stop and thru-service is available to Bradley International Airport from major American and Canadian cities. Frequent transportation from Bradley International Airport is available by scheduled motorcoach and limousine service. Amtrak connects

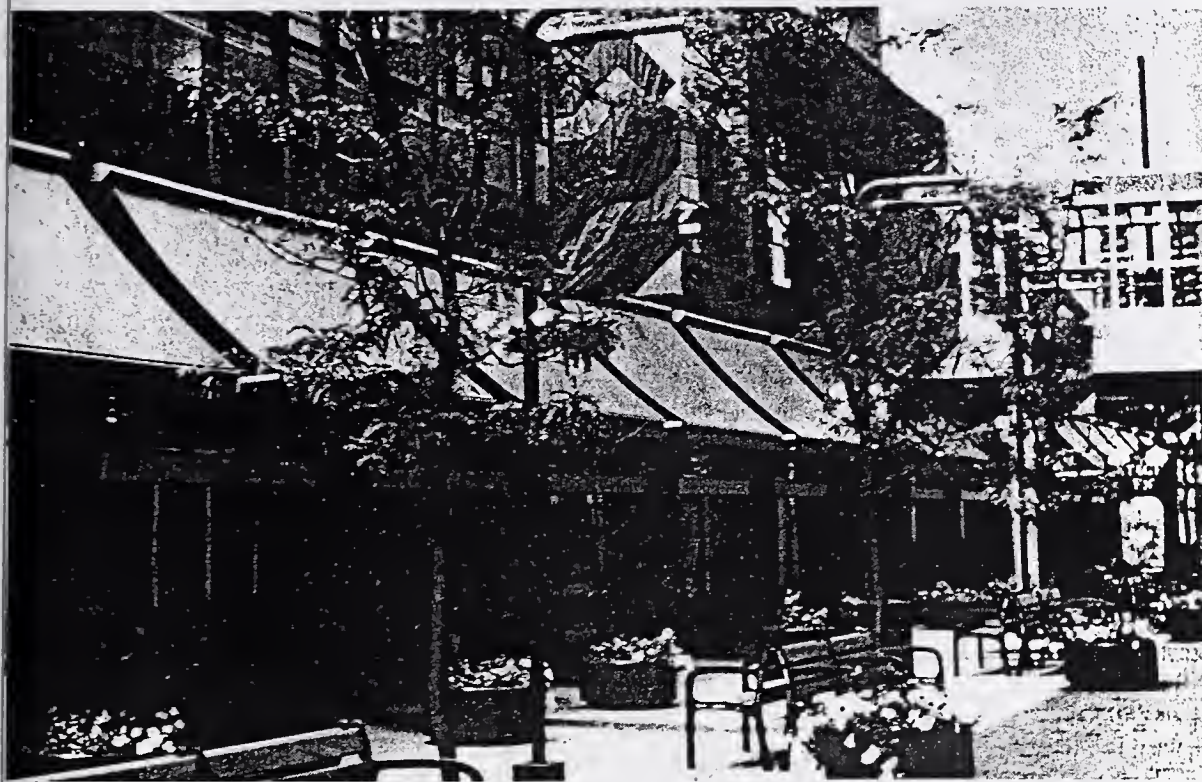
the Pioneer Valley. Many area hotels and academic centers offer extensive meeting and banquet facilities. The major meeting sites are profiled in this guide.

Consider the options! In Greater Springfield, the EASTERN STATES EXPOSITION can handle a crowd! In downtown SPRINGFIELD, the SPRINGFIELD CIVIC CENTER and SYMPHONY HALL combine a major arena and exhibition hall with a beautifully restored theatre. A major development project will soon enhance the facilities of the SPRINGFIELD CIVIC CENTER, and provide additional hotel and retail facilities at the Civic Center site.

If "campus style" is your style, you'll want to consider the Five College Area; the UNIVERSITY OF MASSACHUSETTS Conference Services can arrange a meeting "on campus." There's room for over 10,000 people when you bring your meeting "back to school".

ROOM AT THE INN: AFFORDABLE!

There are over 2,500 hotel rooms within Greater Springfield (and more on-line during 1987!)—an exceptional value! You'll find the facilities first-class—comparable to those found in other major destinations. The Pioneer Valley offers a variety of accommodations from luxury hotels to conference centers, from budget properties to bed and breakfasts; downtown locations to airport sites. There are 800 rooms within walking distance of the Springfield Civic Center.



GREATER SPRINGFIELD AND THE PIONEER VALLEY AT A GLANCE...

Rally in the Valley for your next meeting, convention, seminar, trade show or exhibition, you'll find ideal facilities for your coming event at the crossroads of New England. You'll enjoy the New England ambience and the four-season activities that make Greater Springfield and the Pioneer Valley two of New England's premier destinations for business or pleasure. In fact, many people call Springfield "the City of the Country".

LOCATION: ACCESSIBLE!

Rally in the Valley and you're within three hours driving time of New York City, Boston, and most major New England cities. The Massachusetts Turnpike (I-90) and Interstate 75 intersect in Greater Springfield, providing excellent highway access to and from the major centers of the Northeast (an easy drive for all attendees).

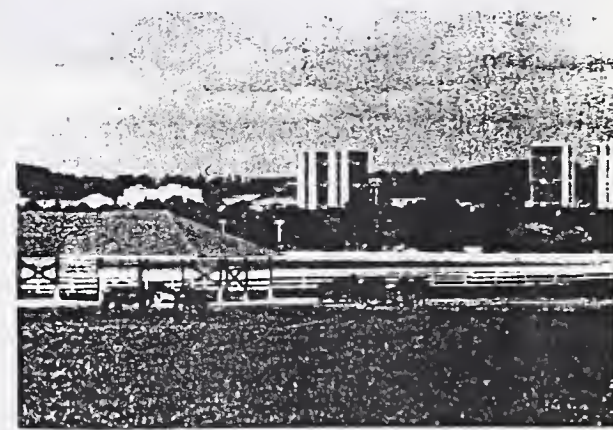
Greater Springfield is the transportation hub of Western Massachusetts. Bradley International Airport (BDL), serving Hartford/

Springfield with frequent service to Boston, New York, Philadelphia, and Washington D.C. There is also daily train service to Chicago. Bus services (interstate and local) cover the entire Pioneer Valley, using Springfield as a hub.

Once you've reached the Pioneer Valley, you're within an easy drive of New England's major attractions: the bucolic mountains (and fabulous skiing) in Vermont and New Hampshire; the beaches and shores of Connecticut, Rhode Island, and Cape Cod; the city sights and history-come-alive of Boston; and a myriad of attractions that make New England special: the music of the Berkshires, Old Sturbridge Village, Mystic Seaport, and more!

MEETING FACILITIES IN GREATER SPRINGFIELD AND THE PIONEER VALLEY: A GREAT PLACE TO RALLY!

Greater Springfield and the Pioneer Valley provide ideal facilities for conventions, meetings, seminars, trade shows and exhibitions. You'll find a variety of options available, whether you choose city or country in



MEETING SERVICES: ASSISTANCE WITH AMBIENCE!

Greater Springfield and the Pioneer Valley have a myriad of meeting services available to help you make your meeting arrangements as easy as possible. The PIONEER VALLEY CONVENTION AND VISITORS BUREAU offers meeting planners many convention services: experienced personnel, site inspections, housing details, spouse programs, registration tables, information for attendees on "what to do", information



dees on "things to do", and all of programs you expect to find in a major tion site. The BUREAU has access to

Experience the countryside... the panoramic views from MT. TOM or MT. SUGARLOAF offer an unparalleled vista of the Connecticut

INDIANS) at the Springfield Civic Center. The college sports teams frequently compete on the many Valley campuses.

The Pioneer Valley hosts many fairs and festivals every year. THE BIG E, the largest fair in the Northeast, is held at the Eastern States Exposition grounds in West Springfield; the ACC CRAFTSFAIR visits the Exposition every June. The Valley is the site for many interesting annual events: THE AMHERST TEDDY BEAR RALLY; GLENDI Greek Cultural Fair; Chicopee's KIELBASA FESTIVAL; LE FESTIVAL, a celebration of the French-Canadian heritage; and the HOLYOKE ST. PATRICK'S DAY PARADE, one of the largest parades in the country. Springfield's festivals include THE TASTE OF SPRINGFIELD, an outdoor banquet of food and entertainment; BIG FOURTH FESTIVAL with spectacular fireworks; and Basketball City's PEACH BASKET FESTIVAL, NCAA DIVISION II CHAMPIONSHIPS, and TIP-OFF CLASSICS!

You'll find the Pioneer Valley the center of crafts activity in the Northeast. Over 1,500 artists and craftspeople call the Pioneer Valley home. In addition to the ACC Crafts-fair, there are crafts fairs in Deerfield, on Springfield's historic Mattoon Street, and more! Visit some unique crafts centers



rs, premiums, sign-makers, local ortation, and all the other "loose We're ready to assist with friendly, nalized, New England Hospitality.

RE AND AFTER THE MEETING, URING THE INTERMISSION... TE OF NEW ENGLAND!

s plenty to see and do in Greater field and the Pioneer Valley—a four-n playground. The PIONEER VALLEY VENTION AND VISITORS BUREAU ublished a VISITORS GUIDE which an in-depth panorama of "things ... but consider the following for delegates and spouses.

a sense of New England history... ORIC DEERFIELD, STORROWTON GE and OLD STURBRIDGE VILLAGE a taste of colonial New England life-; our museums highlight the best Pioneer Valley. Springfield's BASKET-HALL OF FAME is one of the Valley's g attractions which offers visitors the rtunity to participate in the history of tball; the QUADRANGLE, Springfield's um complex, offers fine arts, crafts, lore, and science. Other unique ums include the INDIAN MOTOR-E MUSEUM and the NATIONAL ORY HISTORICAL SITE in Springfield, EW ENGLAND AIR MUSEUM at ey International Airport; and historic abound—the birthplaces of EMILY INSON and EDWARD BELLAMY or omesites of CALVIN COOLIDGE or AM CULLEN BRYANT.

River. NORTHFIELD MOUNTAIN offers "riverside" activities from hiking to cross-country skiing; the QUINNETUKUT II cruises the Connecticut River from Northfield Mountain to the French King Bridge offering "jazz cruises". Drive along the famous MOHAWK TRAIL, breathtaking year-round, but especially memorable during the colorful fall foliage season. The QUABBIN RESERVOIR, the state's largest, is paradise for boating and fishing.

Skiers revel in the day and night skiing at MT. TOM SKI AREA and cross-country skiing is available throughout the Valley. Mt. Tom Ski Area offers a wave pool, alpine slide and water slides for summertime fun; and don't miss RIVERSIDE PARK, one of the largest amusement parks in the country and home of the "Cyclone" Rollercoaster.

Nightlife is dazzling in the Valley! There are numerous restaurants with a smorgasbord of cuisines. After dinner, experience the renowned SPRINGFIELD SYMPHONY ORCHESTRA or STAGEWEST, Springfield's resident professional theatre company. Touring productions visit Springfield's PARAMOUNT THEATRE and the UNIVERSITY OF MASSACHUSETTS FINE ARTS CENTER in Amherst. There are numerous arts festivals in the Pioneer Valley... MUSIC IN DEERFIELD MOHAWK TRAIL CONCERTS or SEVENARS bring world-class chamber music to the area; the NORTHAMPTON CENTER FOR THE ARTS offers music, theatre, and dance. Sports fans can enjoy professional hockey (SPRINGFIELD



—SALMON FALLS by the BRIDGE OF FLOWERS in Shelburne Falls, the LEVERETT ARTISANS in Franklin County, or PINCH POTTERY at Thorne's Market in Northampton.

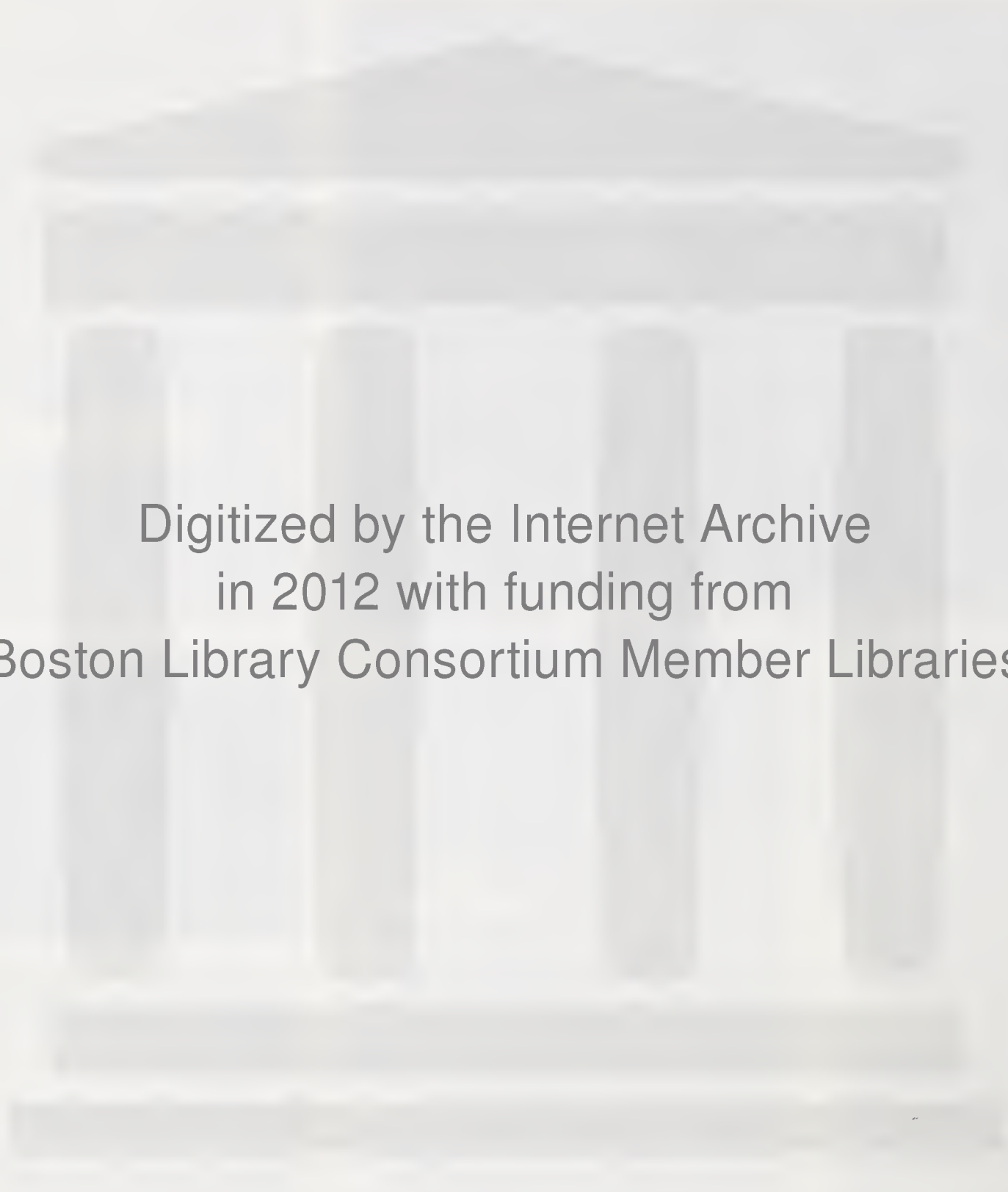
For a special treat, see New England candle-making from an "old - fashioned recipe" at YANKEE CANDLE in South Deerfield; visit the boutiques and shops of NORTHAMPTON, or take in a movie at Northampton's ACADEMY OF MUSIC, one of the nation's oldest theatres

RALLY IN THE VALLEY!

For further information on how your group can RALLY IN THE VALLEY, write or call:

PIONEER VALLEY CONVENTION & VISITORS BUREAU

56 Dwight Street
Springfield, MA 01103
(413) 787-1548



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MEETING FACILITIES

EASTERN STATES EXPOSITION 1305 Memorial Avenue, West Springfield, MA 01089 (413) 737-2443. Contact: Sue Lavoie

1. **Better Living Center** 123,000 square feet. Concrete floor. 110/115/220V electricity. Utilities: water, gas. 12' x 14' freight door(s). Capacity of 500 (10' x 10' booths).
2. **Young Building** 55,000 square feet. Concrete floor. Unlimited lbs. psf. floor load. 110/115/220V electricity. Utilities: water.
3. **New England Center** 28,000 square feet. Concrete floor. 110/115/220V electricity. Utilities: water, gas. 10' freight door(s).
4. **Coliseum** 20,000 square feet. Arena. Unlimited lbs. psf. floor load. 110/115/220V electricity. 12' x 14' freight door(s). Capacity of 5,000.

Other facilities: 9,000 on-site parking, 375 banquet capacity, 15 miles to nearest airport.

SPRINGFIELD CIVIC CENTER/SYMPHONY HALL 1277 Main Street, Springfield, MA 01103 (413) 787-6610. Contact: Michael Graney

1. **Grand Arena** 18,700 square feet. Capacity of 10,000. Concrete floor. Unlimited lbs. psf. floor load.
2. **Exhibition Hall** 38,350 square feet. Concrete floor. Accommodates 200 (8' x 10') booths. 1,500 banquet capacity, sound system, 110/220/440V electricity. 3,750 square foot carpeted lounge with snack bar adjacent to the Exhibition Hall.
3. **Banquet Hall** 6,800 square feet, 500 banquet capacity, 800 theatre - style capacity, carpeted floor, screen, sound system.
4. **Meeting Rooms** Five meeting rooms ranging from 900 to 1,344 square feet. Three are partitioned and can be opened to 3,456 square feet.
5. **Symphony Hall** Seating capacity 2,611; Reception Hall 150 capacity.

Other facilities: 1,200 on-site parking, capacity for 500 (8' x 10') booths in entire facility; kitchen facilities available.

UNIVERSITY OF MASSACHUSETTS CONFERENCE SERVICES 918 Campus Center, University of Massachusetts, Amherst, MA 01003 (413) 545-2591

Accommodations 116 rooms on 4 floors at the Murray D. Lincoln Campus Center. 6,400 dormitory rooms are available June through August.

Meeting Facilities 250 Classrooms are available June through August, along with university dining commons with a capacity for 8000 people.

The Murray D. Lincoln Center has 36 meeting rooms available year-round with a capacity for 2000 people.

HOTEL FACILITIES

Hotel Location and name	Total Guest Rooms	Convention/Group Allotment	Largest Meeting Space (sq. ft.)	Meeting Rooms	Capacity Smallest/Largest
DOWNTOWN SPRINGFIELD					
HOLIDAY INN 711 Dwight Street Springfield, MA 01104 (413) 781-0900	250	200 (weekends) 100 (weekdays)	1,500	5	10-165
SPRINGFIELD MARRIOTT Baystate West 1500 Main Street Springfield, MA 01115 (413) 781-7111	265	175 (weekends) Varies (weekdays)	6,050	11	1-1,000
SHERATON TARA Main Street Monarch Place Springfield, MA 01144 *(Opens Fall of 1987)	303	250 (weekends) Varies (weekdays)	8,500	19	1-1,300
CHICOPEE					
BEST WESTERN 463 Memorial Drive Chicopee, MA 01020 (413) 592-6171	106	75	N/A	N/A	N/A
COMFORT INN/PARWICK CENTRE 450 Memorial Drive Chicopee, MA 01020 (413) 592-7722	100	70	3,780	5	10-350



Hotel Location and name	Total Guest Rooms	Convention/ Group Allotment	Largest Meeting Space (sq. ft.)	Meeting Rooms	Capacity Smallest/ Largest
QUALITY INN 296 Burnett Road Chicopee, MA 01020 (413) 592-7751	185	150	5,950	13	2-500
RAMADA INN 357 Burnett Road Chicopee, MA 01020 (413) 592-9101	124	80	1,664	4	10-120
DEERFIELD DEERFIELD INN The Street Deerfield, MA 01342 (413) 774-5587	23	N/A	360	2	1-40
HOLYOKE HOLIDAY INN 245 Whiting Farms Road Holyoke, MA 01040 (413) 534-3311 *(Includes additional guest & function rooms to be completed for 1987)	219	100	4,800	11	1-400
YANKEE PEDLAR INN 1866 Northampton Street Holyoke, MA 01040 (413) 532-9494	47	20	2,585	4	1-400
NORTHAMPTON HOTEL NORTHAMPTON 36 King Street Northampton, MA 01060 (413) 584-3100	75	50	2,475	4	2-250
NORTHAMPTON HILTON Interstate 91 & Rte. 5 Northampton, MA 01060 (413) 586-1211	127	100	5,400	8	2-600
WEST SPRINGFIELD BEST WESTERN/BLACKHORSE 500 Riverdale Street West Springfield, MA 01089 (413) 733-2161	50	30	N/A	N/A	N/A
HOWARD JOHNSON'S 1150 Riverdale Street West Springfield, MA 01089 (413) 739-7261	112	50	1,464	3	2-110
SHERATON INN 1080 Riverdale Street West Springfield, MA 01089 (413) 781-8750	263	150	6,500	13	15-700



MASSMEETINGS

MASSACHUSETTS CONVENTION CENTER AUTHORITY


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230 E. Ohio Street
(312) 664-0676

Boston
Prudential Tower
(617) 236-8168
Suite 4050

Washington, D.C.
1522 K Street, N.W.
(202) 898-0909

New York City
516 Fifth Avenue
(212) 575-3140

MASSMEETINGS is a cooperative marketing program of the Massachusetts Convention Center Authority, Massachusetts Department of Commerce, Boston Convention & Visitors Bureau, Bristol County Development Council, Cape Cod Chamber of Commerce, Pioneer Valley Convention and Visitors Bureau and Worcester County Convention & Visitors Bureau. MASSMEETINGS is a member of the Krisam Group.

 The spirit of Massachusetts is the spirit of America.



World's Newest Attraction

Omnimax Theater Buzzes Audiences

Cities are raving about the new Ominimax Theater at the Boston Museum of Science, an attraction that is destined to be on visitors' "must see" lists.

Imagine a domed screen 76 feet in diameter, a 2,000-watt sound system with 84 loudspeakers, and the world's largest movie projector.

Then, imagine a 37-minute film featuring dramatic footage from space taken by America's Space Shuttle astronauts. The film, titled "The Dream is Alive," narrated by Walter Cronkite, and shows several shuttle launchings and landings, spectacular views of earth as only the astronauts have seen it, and the first woman to walk in space.

"It's the closest thing to being there," according to Space Shuttle Commander Gregory B. Bess, Jr., referring to the Ominimax film.

Only 12 Ominimax theaters exist in the U.S., and Boston is the only city in the Northeast to have one.

The Ominimax experience is a combination of "education and 'you are there' feeling" wrapped together in an exciting new format which makes the audience part of the process, says John Jacobsen, Associate Director of the Museum.

The prologue to the feature film has a more down-to-earth theme, but is just as spectacular. "New England Time Capsule" is a 10-minute program made up of a five-minute Ominimax film and a five-minute multi-image, 40-projector presentation. The film's soundtrack was composed by John Williams, conductor of the Boston Pops.

The Boston Museum of Science's Mugar Omni Theater is part of a new \$24 million wing that opened in March, 1987.

Contact Jonnet Holladay for group bookings, (617) 589-0192. The theater is also available for group meetings in a unique setting!

The Truth About Massachusetts Winters

Our article "The Truth About Boston Winters" in the last issue of this newsletter generated such a positive response we felt called for a brief follow-up article about Massachusetts winters.

We want to be certain to clarify the differences between the mild weather in Boston and that of the state as a whole — because the diversity of Massachusetts' weather is part of the attraction for many meeting planners. While Boston's oceanside location guarantees mild winters — and thus ease of air travel into and out of the city — the inland portions of the state receive a significant amount of snow, making it a winter wonderland and skiers' playground.

Massachusetts' western mountains boast some of the finest skiing in the Northeast. Visitors from the larger states should take special note that Massachusetts is less than a two-hour drive from east to west.

You may want to join them. To explore the possibilities, call:



"Meet me in Massachusetts — on the slopes!" Massachusetts has many fine ski areas for quick daytime or nighttime ski trips, and a variety of ski resorts for longer pre- or post-convention vacations.

• Richard Rust, Director of Tourism, Massachusetts Department of Commerce, (617) 727-3205.

• Carol Kelleher, Executive Director, Pioneer Valley Convention & Visitors Bureau, (413) 787-1548.

• Carolyn Miner, Executive Director, Worcester County Convention & Visitors Bureau, (617) 753-2920.

An MCCA Survey

Meeting Planners Speak Out About Cost and Convenience

Meeting planners tend to be outspoken and independent people, but they do agree on some things:

- "I'm *always* on the lookout for ways to save money on our annual convention." (A West Coast meeting planner)
- "In real estate it's 'location, location, location.' In running a trade show my rule is 'convenience, convenience, convenience' — make everything as *easy as possible* for attendees." (An East Coast trade show coordinator)
- "I'll go to nearly any length to avoid transporting convention attendees. First because conventioners don't like it, and second because my budget doesn't like it." (President of a Northeast medical association)
- "I've provided buses to take delegates *two blocks* to avoid bad weather. The cost was incredible, but I'll go to great lengths to keep our members and visitors happy." (A corporate meeting planner from the South)

Cost and convenience are high on the list of priorities for every meeting planner interviewed by the MCCA Marketing Department.

"This is a membership-oriented service industry," observed one meeting planner. "Even though it's obvious that associations and societies wouldn't exist at all if it weren't for their members, it's possible to overlook that fact amid the many details and deadlines of running the organization. We face additional pressure because most of us are operating on extremely tight budgets. I make absolutely no apologies to anyone for my frugal, corner-cutting, tough-negotiating ways. It's perfectly justified when it's done in the name of serving our membership."

When asked to list the major costs of running a major convention or trade show there was a greater variety of responses. Different industries, different types of events, and different size shows have costs that vary. No one or



Profile: Michael Frucci

Cape Cod's #1 Promoter

If I could say just *ten* words to a group of meeting planners it would be: 'Cape Cod isn't just for vacations — we handle meetings, too,'" exclaims Michael Frucci, Executive Secretary of the Cape Cod Chamber of Commerce.

In Frucci's 21 years with the Chamber he has seen Cape Cod change from a vacation spot dotted with cottages to a vacation *and* meeting destination with a variety of sophisticated offerings. During those years Frucci hasn't been content to sit and watch things change around him — he has been an active agent in that change. As a vocal member of local, state and federal organizations dedicated to promoting the vacation, tourism, meeting and convention industries, Frucci is well-known among his colleagues.

I am not hesitant to offer an opinion," he says with a smile. "But I'm a good listener, too. You can't learn anything if you don't shut up once in a while and let the other fellow talk. I'm from the 'Old School' which says you keep quiet and learn about the world before you start trying to change it. I spent many years keeping quiet, and keeping my eyes and ears open. I think I've paid my dues."

Others apparently agree, as witnessed by his 17-year stint as Executive Secretary of the Cape Cod Chamber, his 17 years on the Massachusetts Governor's Advisory Committee on Vacation Travel (including 14 years as Chairman), and his crucial role as Massachusetts' representative to a federal government committee that led to the country's first Federal Tourism Policy, during the LBJ administration.

As a Massachusetts native Frucci takes great pride in Cape Cod's rise in prominence as a world renowned vacation playground. And as a business and tourism professional he takes pride in the fact that he and his colleagues have made the Massachusetts public and their legislators aware of the importance and the economic necessity of the tourism industry. The results include a unique grant program that supports the industry statewide, and an increased awareness that has led to the state's well-known and highly successful tourism campaign "The Spirit of Massachusetts is the Spirit of America."

"I feel great when I see and hear those ads," Frucci says. "Every word in them is true."



Michael Frucci, Executive Secretary, Cape Cod Chamber of Commerce

And the truth is very important to Frucci, who is known for his straightforward, honest approach in an industry sometimes given to hyperbole.

"If the Cape can't handle a group I'll be the first to say so, and refer the meeting planner to Worcester, Springfield or Boston," Frucci says. "But I'm just as forthright in saying what we *do* offer — which is the capability to handle groups of five to 500 people comfortably in a variety of settings."

Frucci tells a story of a Fortune president on vacation with his family who "fell in love" with Cape Cod. He has since organized yearly business meetings of other corporate presidents that are held on the Cape.

"I always know they're in town when I see all their corporate jets parked at the Barnstable Airport," Frucci says. "My goal is to convey that sense of excitement to other business people — to raise their awareness of Cape Cod as a first class meeting destination." ●

Economic Impact in the Millions

Hynes to Benefit City & State

The new Hynes Convention Center will add millions of dollars to the city and state's economies, according to an economic impact study conducted by Touche Ross. The Hynes will allow Boston to join the ranks of the top convention cities in the country — like Chicago, New York and Washington, D.C. — that routinely benefit from the meeting and convention industries.

The following are direct quotes from the study, representing the key findings and conclusions that were presented to the Massachusetts Convention Center Authority:

- Hynes' annual impact on the Massachusetts and the Boston area economies will exceed \$480 million . . .
- . . . operation of the Hynes, once at full market potential, should result in:
 - a 237% increase in Hynes-

generated annual hotel spending, resulting in an estimated 383,000 additional room-nights sold in the Boston area.

- a 109% increase in full time job equivalents within the hospitality and related trades.
- a 168% increase in total state taxes generated; this impact represents \$39.4 million annually in total state taxes, an impressive \$24.7 million increase over the average historical levels.
- a 235% increase in hotel/motel taxes generated.

Actual bookings of meetings and conventions at the Hynes have been running significantly ahead of projections during the past year, says MCCA Director of Marketing Ernest A. Lucci, making the above projection conservative. ●

Planners

continued from page 3

two categories are consistently cited as the major cost considerations, but the top ten seem to be: special events, local transportation for delegates, spouses' programs, exhibition space, set-up and freight, registration, seminars and educational sessions, banquets, receptions and promotion.

"It's important for us at the Hynes to know what the costs and concerns of meeting planners are," says Francis Joyce, Executive Director of the MCCA. "We're doing everything possible to keep a cap on costs, so we can pass those savings on to the groups utilizing the Hynes Convention Center." ●



MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Meeting Planners Consulted

User Input Helped Design the Hynes

Francis X. Joyce
Executive Director, MCCA

We talked with the experts long before we sat down at the drawing board. The new John Hynes Veterans Memorial Convention Center is largely the result of meeting planners' wants and needs.

There were, of course, trade-offs. "Do you want a one-level building or do you want a great cost-effective location?" We could have built a sprawling convention center on the outskirts of Boston — but that's not what meeting and convention planners wanted. They indicated an overwhelming preference for a convention center as close as possible to major hotels.

Transporting delegates from hotels to the convention center is not only a big headache, it is time consuming and expensive.

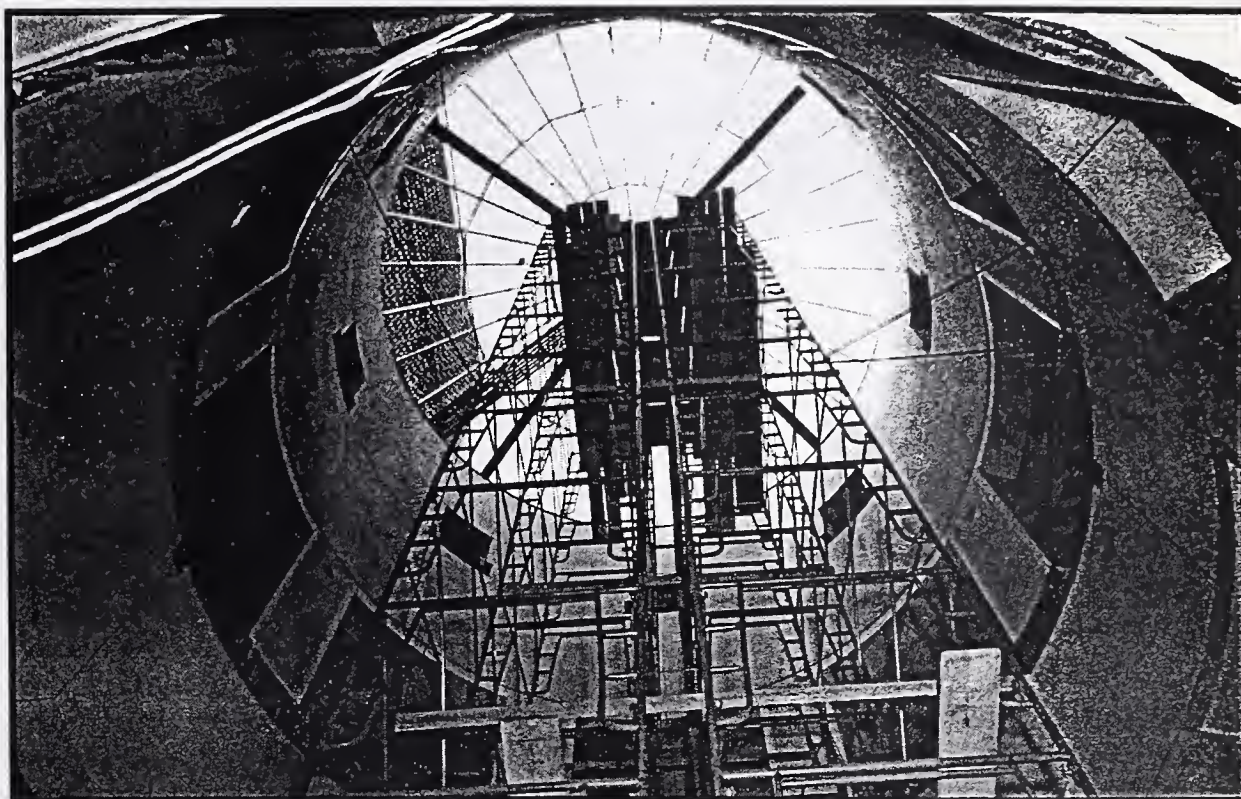
At the Massachusetts Convention Center Authority, our architects and urban planners all took this input seriously. The result is one of the most centrally located convention centers in the world. The Hynes is situated within a 10-minute walk of more than 1,000 first class hotel rooms. These rooms are located in eight elegantly appointed hotels: The Back Bay Hilton, Boston Marriott at Copley Place, The Plonnade, The Copley Plaza Hotel, The Copley Square Hotel, The Lenox Hotel, The Sheraton Boston Hotel & Towers, and The Westin Hotel. More than 3,000 rooms are located within the climate-controlled environment of the Boston Complex, which connects the Hynes with three of the hotels and two elegant shopping malls — Prudential Plaza and Copley Place.

Another question we asked meeting planners was how much *exhibition* space versus *meeting* space they need. We found a definite trend toward more meetings taking place within the context of a large convention.

see Planners, page 2

Volume II, Number 3

Summer, 1987



"A view from the bottom." The dramatic South Rotunda of the John B. Hynes Veterans Memorial Convention Center nears completion. Through the skylight visitors can see the Prudential Tower, a well-known Boston landmark.

Construction Update

Summer Schedule Sizzles

Boston's sunny summer is being enjoyed by everyone in town — particularly the Hynes construction workers, who get to work outside more than most people. But as the summer wanes, more and more of them are beginning to move indoors, as the interior work takes on increasing importance.

"The building itself is up, and we're now filling in the details — of which there are thousands," says Director of Project Engineering Ken Leach. "The

Hynes is a highly articulated building, one that requires great skill on the part of the tradesmen and more time to complete than a typical office building. Office towers are repetitious buildings — that is, one basic floor plan is repeated many times. In contrast, every part of the Hynes is unique, making it a much more complicated project.

"Even so, we're still on schedule for our January, 1988 opening," Leach

see Schedule, page 2

21st Century Service Today

Envision the convention center of the 21st century: Computer monitors have replaced painted signs on tripods in the hallways; "convention center credit cards" have replaced cash transactions for association executives; every convention need will be available under one roof — exhibitions, meetings, dining (from snacks to formal banquets), printing, secretarial help, computer terminals and telecommunications.

At Boston's John B. Hynes Veterans Memorial Convention Center, the 21st century arrives in 1988. All of the services, capabilities and amenities mentioned above have already been designed into the Hynes.

"When we say the Hynes will be 'state-of-the-art' we mean it," says Ernest A. Lucci, Director of Marketing for the Massachusetts Convention Center

see Service, page 4



A's Designer Selection Panel

Ensuring Quality Through Review

Seven members of the MCCA's Designer Selection Panel have reviewed the work and proposals of architectural firms and others interested in working on the B. Hynes Veterans Memorial Convention Center. The Panel's work over the five years of the MCCA's existence has been providing expert counsel to those in charge of managing the largest construction project currently under the jurisdiction of the Commonwealth.

The Panel was created to ensure that the people of Massachusetts receive the best quality at the best price for the work conducted on the Hynes Convention Center.

Through the work of many qualified architects and builders to find the best qualified is the job of the MCCA Designer Selection Panel. The Panel has reviewed scores of architects, traffic engineers, environmental specialists and construction engineers before making recommendations to the Authority.

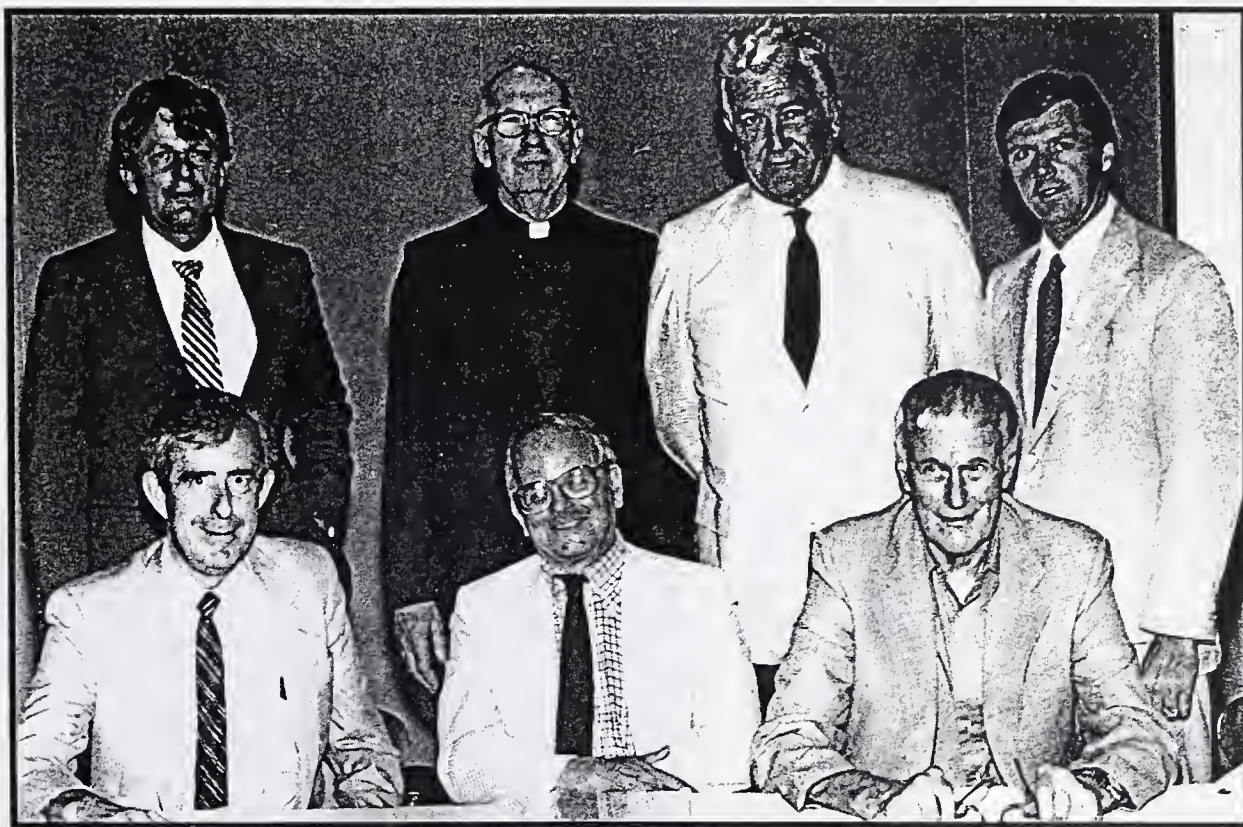
Members of the Panel represent a wide range of disciplines that together form an objective and authoritative decision-making system.

Members of the Panel are from MCCA staff: Francis X. Joyce, Executive Director; and Robert E. Sheehan, Deputy Director. And these are other individuals who have donated their time and expertise ensuring that the Hynes is a first-class and reasonably-priced — convention center:

John P. Cafferty, of Braintree, is the owner and Chief Executive Officer of a property management firm. The Cafferty Company specializes in management and marketing of condominiums and apartments throughout office locations.

John Christiansen, of Boston, is an associate with one of the country's oldest and most respected architectural firms, Shepley, Bulfinch, Richardson and Abbott. Christiansen has served on several local committees as an expert in architecture.

Thomas Kiley, of Lynn, is an engineer and lawyer, making him espe-



Members of the MCCA Designer Selection Panel: (L-R standing) John Christiansen, architect; Shepley Bulfinch Richardson and Abbott; Reverend Robert F. Quinn, C.S.P., President, Park Street Corporation; Thomas F. Kiley, Chief Executive Officer, T.F. Kiley Engineering; Francis X. Joyce, Executive Director, Massachusetts Convention Center Authority; (L-R seated) John P. Cafferty, President, The Cafferty Company; A. Anthony Tappé, President, A. Anthony Tappé and Associates; Robert E. Sheehan, Deputy Director, Massachusetts Convention Center Authority.

cially qualified to evaluate construction proposals and contracts. He is Chief Executive Officer of T.F. Kiley Engineering Company and a member of the Massachusetts Bar.

- Reverend Robert Quinn, of Boston, is President of the Park Street Corporation. This organization provides a forum for informal discussions of current urban and suburban

issues among those holding responsible positions in the public and private sectors of the community.

- A. Anthony Tappé, of Boston, has served as President of the Boston Society of Architects. He is President of A. Anthony Tappé and Associates, a firm of architects and planners providing design and consulting services to clients in the U.S. and abroad.

Planners

continued from page 1

We responded by designing the Hynes to accommodate the exhibition needs of nearly 95 percent of all conventions held in the U.S. — and to that we added 41 meeting rooms containing more than 96,000 square feet of meeting space. The meeting rooms, the registration area and pre-function spaces are all aesthetically pleasing — another request from meeting planners. The Hynes will be extremely functional, and yet it will be a pleasant environment — a perfect combination for a successful event.

Schedule

continued from page 1

says. "We've made tremendous progress during the summer."

- Administrative and executive offices are 75 percent complete.
- Exhibit halls are 50 percent complete.
- The roof is 95 percent complete.
- The south rotunda is 90 percent complete.
- The north rotunda is 10 percent complete.
- Meeting room ceilings are 50 percent complete.

see page 3



BRISTOL COUNTY

Beaches, Boats & Bargains

Just an hour south of Boston you'll find an area rich in history and tradition—Bristol County, the land of "beaches, boats, and bargains."

It's easy to reach; planes fly into Boston's Logan International Airport or the commuter airport in New Bedford. Amtrak stops in nearby Providence, and buses run frequently between Bristol County and Boston. And when your meetings break for the day, relax and take advantage of the wonderful sites Bristol County offers.

The craggy indentations of Buzzards Bay give the county's southern coast plenty of harbors and beaches. The largest of these, Horseneck Beach, is perfect for long, getting-to-know-you walks and picnics in the dunes. The boats are everywhere on Buzzards Bay, one of the top sailing areas in the nation.

Tour New Bedford, once the whaling capital of the world and a setting for Herman Melville's novel, *Moby Dick*. Walk in Melville's footsteps along the cobbled streets of the city's waterfront Historic District. Step back in time at the Whaling Museum, where a fully rigged model of a whaleship, two stories high, greets you at the door. Peek inside the Seamen's Bethel with its distinctive prow-shaped pulpit immortalized in *Moby Dick*.

Then on to the Glass Museum to view more than 1,500 pieces of New Bedford-produced, antique glass—the likes of which once



graced the tables of princes and presidents. Continue down to the waterfront for a close-up look at the tough, steel-hulled fishing boats which make New Bedford, today, the nation's top revenue-producing fishing port. Then board an old-time floating lightship and give the foghorn a tweak.

But don't stop there. Visit a fire museum. A free municipal zoo. And a beautiful whaling mansion.

Travel to Fall River—once a famous milltown. The mills still stand, occupied now by factory and off-price outlets. This is one of the major outlet centers of New England. The Fall River Heritage State Park at Battleship Cove pays tribute to the city. And, the Visitors' Center provides a free, 20-minute, multi-media show highlighting Fall River's history.

Climb aboard the 680' long battleship U.S.S. Massachusetts, yours to explore from deep down in the engine room to high on the armored bridge. Walk through a World War II submarine, a destroyer, and two of the infamous wooden P.T. Boats—the only ones on exhibit in the U.S.

Next door, the Marine Museum displays over 150 ship models including the 28' long model of the Titanic used in the movie classic "A Night to Remember." Listen to a survivor's moving account of the Titanic's sinking. Then browse through memorabilia from the famous Fall River Steamship Line.

Don't forget the Lizzie Borden exhibit at the Historical Society. Then step back into old world Portugal with a



graced the tables of princes and presidents.

Continue down to the waterfront

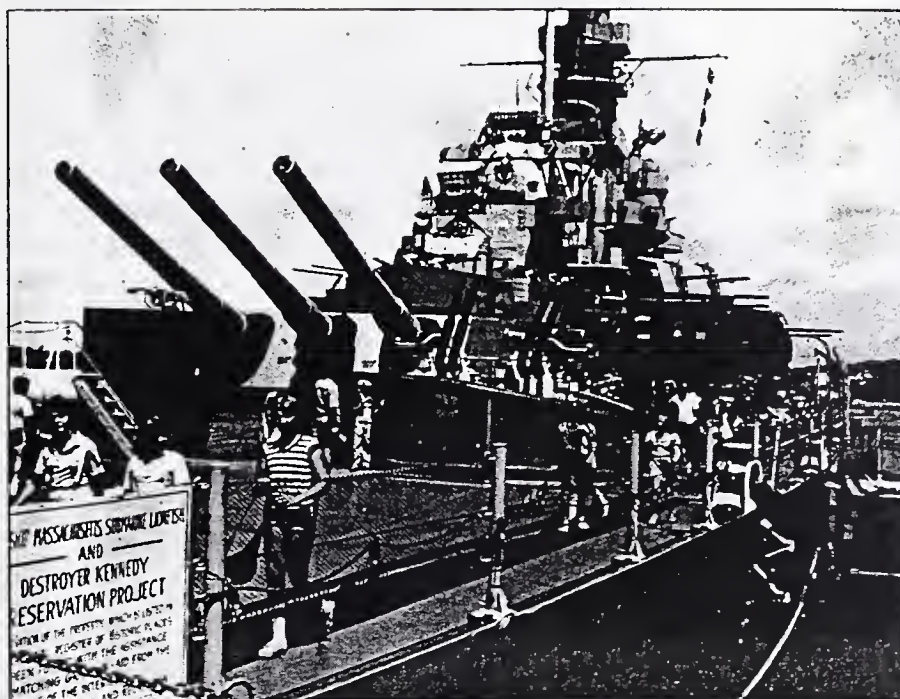
stroll down Columbia Street and taste an authentic Portuguese meal featuring kale soup.



Beyond Fall River, explore the lush countryside. Read the mysterious inscription on Dighton Rock, said to have been written by Portuguese sailors before Columbus arrived. Play a round of golf at one of the many courses in Rehoboth. On a summer's evening, listen to the melodic strains of the Pittsburgh Symphony Orchestra at the Great Woods Center in Mansfield.

You'll find a variety of comfortable and affordable places to stay in Bristol County. Choose from among the many quaint inns, motels, and bed and breakfasts. The Whaler Motor Inn, near New Bedford's Waterfront Historic District, has 115 rooms, meeting rooms for 2 to 250, an excellent menu, and a lounge with entertainment. And, there's a challenging golf course across the street.

Or sleep tight at Johnson & Wales Inn in Seekonk where student innkeepers earn their A's by treating you like royalty. They have 62 elegantly furnished rooms and suites, many with whirlpool bath, wet bar, and stocked-to-order refrigerator. The restaurant serves New England-style cuisine and a complimentary full buffet breakfast. Conference and meeting rooms are available



for up to 800 people. Golf, tennis, racquetball, and a fitness club are nearby.

The Fall River Inn, near Battleship Cove, offers 104 rooms, a meeting room for up to 250, and a dining room which can accommodate up to 130.

In Mansfield, near the Great

Woods Center for the Performing Arts, the Sheraton-Mansfield offers 202 rooms, 10 meeting rooms—one with an 88-seat amphitheatre, and a large ballroom. Recreational facilities include an indoor pool, tennis and racquetball courts, and a Nautilus® center—all compliments of the hotel.

The reasonably-priced accommodations with their versatile function rooms and facilities make Bristol County a great place to have your next meeting. The wealth of attrac-

tions, natural beauty, and affordable prices make Bristol County a wonderful place to explore when you're ready for fun.

For further information and assistance contact Amelia Cabral, Bristol County Development Council, 70 No. Second Street, P.O. Box BR-976, New Bedford, MA 02741, (617) 997-1250.



MASSMEETINGS

MASSACHUSETTS CONVENTION CENTER AUTHORITY

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(312) 664-0676

NEW YORK CITY

516 Fifth Avenue
(212) 575-3140

BOSTON

Prudential Tower Suite 4050
(617) 236-8168

MASSMEETINGS is a cooperative marketing program of the Massachusetts Convention Center Authority, Massachusetts Department of Commerce, Boston Convention & Visitors Bureau, Bristol County Development Council, Cape Cod Chamber of Commerce, Pioneer Valley Convention & Visitors Bureau and Worcester County Convention & Visitors Bureau. MASSMEETINGS is a member of the Krisam Group

The spirit of Massachusetts is the spirit of America.



Helping Planners the MASSMEETINGS Way

The MASSMEETINGS Marketing Program is making its mark on the meeting and convention industry. Massachusetts' unique approach — that of promoting the entire state as a destination — makes sense to hundreds of meeting planners who utilized the program's services the past three years.

The program not only makes sense, it makes meeting planners' jobs easier — that's the secret of its success," says Mark Broderick, Senior Vice President of Sales for the MASSMEETINGS Program.

Washington, D.C. (202) 898-0909
Mark Broderick Kenneth Slattery
The original MASSMEETINGS office opened in 1984 in our nation's capital — has the longest track record of helping association executives locate conventions in Massachusetts.

We're oriented toward assisting associations and national organizations," says Kenneth Slattery, Regional Sales Manager. "One measure of our success is the increasing number of planners who are calling us for assistance. The word is out that the MASSMEETINGS program is an effective and responsible resource for planners.

MASSMEETINGS is recognized through our constant presence in the marketplace," Slattery says.

Chicago
Gordon Ruppert

(312) 664-0676

The MASSMEETINGS Mid-Western office is headed by industry veteran Gordon Ruppert, who has been familiarizing meeting planners with the benefits of Massachusetts for more than two years.

"My focus in Chicago is a combination of corporate and association meeting business," Ruppert reports. "Although Boston is the undisputed hub of the convention industry in New England, more and more planners are appreciating the fact that the hub's spokes reach into the historic, beautiful and cost-effective meeting places in southern, central and western Massachusetts."

New York City
Amy Walsh

(212) 575-3140

"It seems that many New York-based meeting planners want a change of pace from the bustle of NYC, and yet they want all the conveniences and amenities of a world class city. And Boston is increasingly becoming their city of choice," according to Amy Walsh, Regional Sales Manager.

Boston (617) 236-8168
Mass Convention Center Authority
Ernest A. Lucci

The Massachusetts Convention Center Authority is the coordinator of the



Boston: a city with a glorious past. The Paul Revere Statue and the Old North Church are favorites of visitors of all ages.

MASSMEETINGS Program.

It also serves the needs of associations and companies in New England that want to book meetings anywhere in Massachusetts.

"Our principal function is to book business at the new John B. Hynes Veterans Memorial Convention Center," says Ernest A. Lucci, the MCCA's Director of Marketing. "For other meetings in Boston or anywhere in the Commonwealth we act as a referral source, putting meeting planners in contact with MASSMEETINGS Program participants in Boston, Bristol County, Cape Cod, Pioneer Valley and Worcester County."

Europe
Mr. Axel David
011-49-40-249891

The MCCA maintains an office in Hamburg, Germany that covers the entire European region. Opened in October, 1986, the MASSMEETINGS European office is headed by Axel David, who has been active in the European convention industry for 20 years.

"Boston is one of the few cities in the U.S. that Europeans consider to be a truly international, cosmopolitan city," David says. "It is a major American city with a European flair."

on previous page

Cafeteria tilework is 90 percent complete.
Hallways along Boylston Street are 60 percent complete.
The Multi-purpose auditorium is 90 percent complete.

Leach added that all the building's mechanical and electrical equipment has been delivered to the site. The elevators have been installed and the kitchen is 60 percent complete. Installation of the kitchen equipment has begun, and plastering in the ballroom will start soon.

The final four months of construction work involve a lot of detail work — some of it outside, but most of it inside

the building," Leach explains. "One point that should be emphasized to the casual observer is that the Hynes is much closer to completion than it may appear from the Boylston Street side. While the building will be totally enclosed by Thanksgiving, it won't be until a month or so later that the façade will be complete — with all the fine stonework and glass in place.

"In the meantime, most of the real action will be taking place inside the building, out of sight from passers-by who may wonder what's going on. If you meet any of them you can tell them we're on schedule and eager to open the doors January 18, 1988 for our very first booking."



Profile: Carolyn Miner

'Surrounded by New England'

Even in this Electronic Age people need to meet face-to-face. That fact simply won't change. Thus, the future of the meeting and convention industry is assured," states Carolyn Miner, Executive Director of the Worcester County Convention & Visitors Bureau (WCCVB).

But even though the industry as a whole faces a bright future, each destination — be it a city, region or state — is faced with daily challenges that must be met. The prime challenges are service and competition."

The record shows that Miner is a serious competitor when it comes to meetings and conventions. Her credentials are second to none — on both the state and international levels. She is a member of the Board of Directors for the International Association of Convention & Visitors Bureaus. Miner is one of 12 board members from around the world — representing many countries active in the industry. She is also a member of the Massachusetts Special Legislative Commission on Tourism, as gubernatorial appointee representing the private sector.

In her role as Executive Director of the WCCVB, Miner directs all convention and tourism functions of the bureau which represents 60 cities and towns in Central Massachusetts that stretch from the New Hampshire border to the Connecticut and Rhode Island borders. She also works closely with 10 Chambers of Commerce in the area.

Service

Continued from page 1

authority. "The building itself will truly be a meeting planner's dream. It includes the latest in technology, and it has been designed with future trends in mind — taking into account the increasing importance of meetings that take place in conjunction with exhibitions."

Computer monitors built into hallway walls will provide visitors with directions, scheduling information and bul-



Carolyn Miner, Executive Director of the Worcester County Convention & Visitors Bureau

A "Win-Win" Situation

"My message to the Chambers and to the residents of Central Massachusetts is that the convention and visitors industry is good for them, both economically and socially," Miner says. "Not only does the industry create jobs and pump money into the economy, it improves the overall quality of life in the area.

"Economic development is the umbrella concept that describes what I do," she adds. "My job is to create 'win-win' situations for two groups: the local community and the visiting organizations."

letins. Convention planners will thus have the capability to make last-minute scheduling changes that respond to every situation, such as switching meeting rooms to accommodate an unexpectedly large crowd, or changing the time of a seminar because the feature speaker is running late.

The "convention center credit card" will give meeting and convention executives a new level of control over expenditures during their events. A limited number of credit cards will be issued to the association at the start of

An Ideal Choice

Carolyn Miner's enthusiasm for Central Massachusetts goes beyond the fact that she is a born and bred New Englander. The region's natural beauty combined with its convention facilities, lodging facilities and support services make it a desirable location for all kinds of meetings and conventions. Its central location makes it ideal for regional groups. The WCCVB's slogan, in fact, is "Surrounded by New England."

"And even though we have some of the most superb facilities on the East Coast, I refuse to exaggerate," declares Miner. "I tell my staff: 'Be careful what you promise — and *always* deliver what you promise.' I'd rather have people be pleasantly surprised than disappointed."

"I let the facts speak for themselves. Meeting sites include The Worcester Centrum, historic Mechanics Hall and the Worcester Memorial Auditorium."

Miner notes that in addition to the offerings above, the Worcester area has a low per-delegate cost, making it an ideal choice for regional meetings.

Pleased as she is with the present, Miner looks ahead with anticipation. "A number of hotels are planning expansions and new facilities in Worcester County, and I'm looking forward to a new convention facility," she says. "We handle our share of national events, too, and I expect to attract meeting planners who want a tremendous value for their convention dollar."

its event at the Hynes. Their distribution and authorization will be totally under the control of the association.

The Hynes' computer will track all expenditures and print out an itemized invoice at the end of the convention.

"We don't expect the 'Hynes Credit Card' to threaten American Express, but it *will* provide association managers with unparalleled convenience," Lucci says. "Some day all convention centers will offer this service to their guests — but we have it today."



MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Our Commitment to Excellence

Francis X. Joyce
Executive Director, MCCA

Excellence. Quality. Service. They're great concepts, and they're widely-made promises in the meeting and convention industry. But how often do you and your members experience them?

At the Massachusetts Convention Center Authority (MCCA), and the staff of the John B. Hynes Veterans Memorial Convention Center, pledge to provide you, the users of the Hynes, with the highest levels of excellence, quality and service.

We feel confident in making this pledge because of our successful track record in the past three years, and because of the tremendous support we consistently receive from the hotel community, the hospitality industry, business, labor and government in Boston and throughout Massachusetts.

In just a few weeks the MCCA will accomplish what many in Boston and
see Excellence, page 4

Ad Space Available in New Hynes Directory

The premier edition of the *Official Hynes Directory*, now in production, is advertising space available. This high-quality publication will be carefully read by more than a quarter million visitors to the new Hynes in 1988.

It is thus an excellent medium through which many product and service firms will want to communicate with the many conventioners, business people, and their families who will visit Boston.

Published by "Where Magazine," the 50,000 first-run copies of the *Official Hynes Directory* will contain detailed information and maps of the new convention center, plus helpful maps and information about Boston.

For more information, please see the enclosed pamphlet or contact Gerard Sperry at "Where Magazine," (617) 482-6777.

Mark Leahy

Hynes General Manager Appointed

Following an exhaustive nationwide search for a general manager for the new John B. Hynes Veterans Memorial Convention Center, the MCCA found and hired the *ideal* candidate for the job. Mark J. Leahy brings with him a wealth of experience gained working for McCormick Place, United Exposition Service Company/Chicago, and Concept Convention Services in Boston and Hartford.

"Mark combines the best qualities of a convention industry professional with the intimate knowledge of Boston only a native could have," comments Francis X. Joyce, Executive Director of the Authority.

Industry veteran

Leahy is a young veteran of the meeting and convention industry, but one who has seen a lot of action during his eight-year career. Before he was 25 years old he had worked on seven of the 10 largest shows in the U.S. as an Account Executive in the Exhibitor Services Department at McCormick Place.



He has also set up and coordinated shows in many of the major cities in the country.

"Mark is one of the most detail-oriented people I've ever met," Joyce related. "I had no doubt about his

see Leahy, page 4

Construction Update

Hynes on Schedule for January Opening

Boston's brisk autumn and early winter coincide with the completion of the majority of the Hynes exterior and the increased



The completed façade of the Hynes reflects Boston's rich architectural heritage.

attention to details of the building's interior.

As construction continues at a steady pace, all systems are "Go" for the Hynes' first event on January 18, 1988. The first user of the new John B. Hynes Veterans Memorial Convention Center will be the Yankee Dental Congress, which will host 17,000 participants and guests. These visitors and about 400 booths will be accommodated on the Plaza Level of the Hynes, with its two exhibit halls totalling 82,000 square feet, 13 meeting rooms and approximately 30,000 square feet of registration and pre-function space.

The Hynes' first level will be completed and fully functional in mid-January. The upper two levels will be partially operational at that time.

see Opening, page 2



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A Brief Tour of the New Hynes

view

The new John B. Hynes Veterans Memorial Convention Center has been designed with flexibility and convenience in mind. Exhibit halls, meeting rooms, pre-function areas, multi-purpose auditorium and ballroom have all been integrated into a modern facility for both large and small users. The Hynes can be utilized by one large convention hosting 22,000, or it can be divided up to seven separate smaller sections — allowing delegates from a convention to reach their own sections without passing through the rest of the convention.

The building's location in downtown Boston couldn't be more convenient. The Hynes is the only convention facility in the country with more than 100 luxury hotel rooms within walking distance. In fact, more than 3,300 of these rooms are virtually under the same roof in a temperature-controlled environment.

The Hynes' five exhibit halls, ballroom, auditorium and pre-function area exceed 360,000 square feet — enough space to handle more than 95 percent of all conventions held in the city. The facility's 38 dedicated meeting rooms exceed 72,000 square feet.

Exhibit Halls & Ballroom

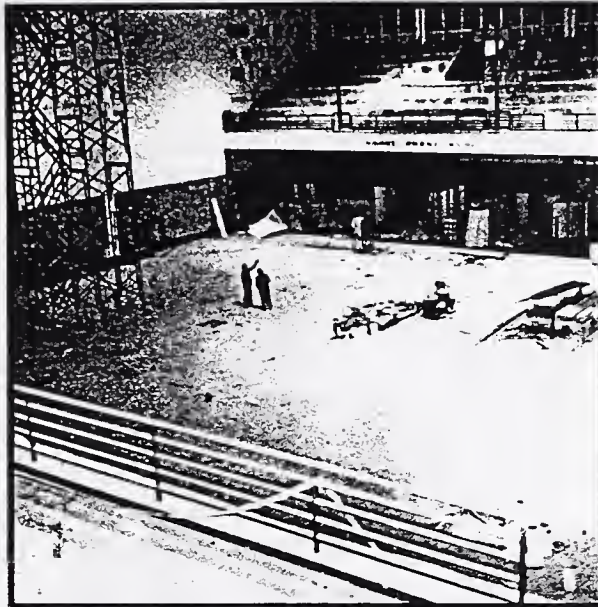
The Hynes' five dedicated exhibit halls totaling 193,000 square feet can accommodate 1,051 booths. When combined with the 25,000 square foot ballroom, 1,180 booths can be accommodated in 218,000 square feet of exhibit space.

The spacious ballroom — one of the largest in Boston — can comfortably seat 2,200 for banquets, house 129 booths, or be divided into three large meeting rooms seating from 800 to 1,000 guests.

The five exhibit halls range in size from 36,000 to 44,000 square feet. Exhibit hall ceiling heights range from 20 to 43 feet — spacious enough for the tallest exhibits.

Meeting Rooms

The Hynes features 38 dedicated meeting rooms that can accommodate 70 to 1,200 people. The third level houses



"Suite 300" — a large lounge/conference room with secure access, private reception hall, kitchen and restroom facilities — for V.I.P. functions.

All 38 meeting rooms are fully carpeted with tastefully decorated walls and suspended acoustical ceilings averaging 16 feet. All meeting rooms feature acoustically superb built-in sound systems and accommodations for audio-visual presentations.

Multi-Purpose Facilities

The multi-purpose auditorium has a 5,000-person capacity, with 3,728 seats on the main floor and 1,272 in the balcony.

Opening

continued from page 1

As of Thanksgiving, the exterior of the building was approximately 90 percent complete, reports Director of Project Engineering Ken Leach. The first level of the interior was nearly 90 percent complete, and the remainder of the building was approximately 70 percent complete.

All 15 freight elevators are completed and operational, all passenger elevators are in place, and all escalators have been installed. The Hynes' sophisticated computer and telecommunications equipment is currently being installed, and 50 percent of its cabling is in place. The kitchen equipment is also being installed during November and December.

Leach notes that the number of work-

More than 145,000 square feet of pre-function space joins the meeting rooms and convention halls; 30,000 square feet is dedicated to registration use. A substantial portion of the pre-function space is naturally lit by skylights and large windows that also provide views of Boston's Back Bay and Boylston Street.

Dining Facilities

Fine traditional and international food will be served in the spacious 600-seat dining area and lounge. The Hynes management is dedicated to providing outstanding food as well as an outstanding physical plant and professional customer services.

A full-service main kitchen will provide everything from coffee breaks and roll-in luncheons to major banquets.

Exhibit Hall Services

Major emphasis has been placed on the details for exhibit set-up. The Hynes has been designed to meet all power needs and service requirements of exhibitors and visitors.

Water, compressed air, electricity (120/208 and 277/480 volts) and telephone service are provided in the exhibit halls, through utility boxes located at 30-foot intervals.

Workers on the job has nearly doubled in the last couple months, reflecting the amount of finish and detail work currently underway. The 700+ workers are on an accelerated work program. While work on the overall project continues seven days a week, most workers are on a modified six-day schedule. Some of the trades are working 10-hour days in order to meet their goals.

"The Authority has received the fullest cooperation from Boston's labor force," Leach comments. "Quality tradesmen are at a premium because of Boston's current building boom, but the Hynes project has been a top priority for organized labor in the region. They know how important Boston's convention center is to the overall economy of Massachusetts. The teamwork and spirit of cooperation has been tremendous throughout the three-year construction period."



UNIQUELY BOSTON

Boston is in the midst of a renaissance of greater proportions than most cities ever experienced. Significant increases in new business development, population, redevelopment and visitor business combined with low unemployment and a very strong economy have made Boston and the immediate surrounding areas a model for many American cities to emulate.

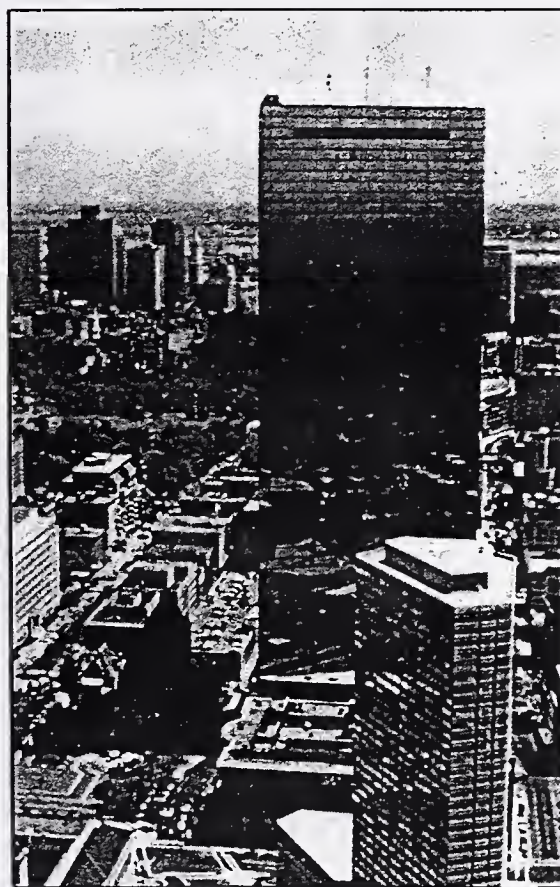
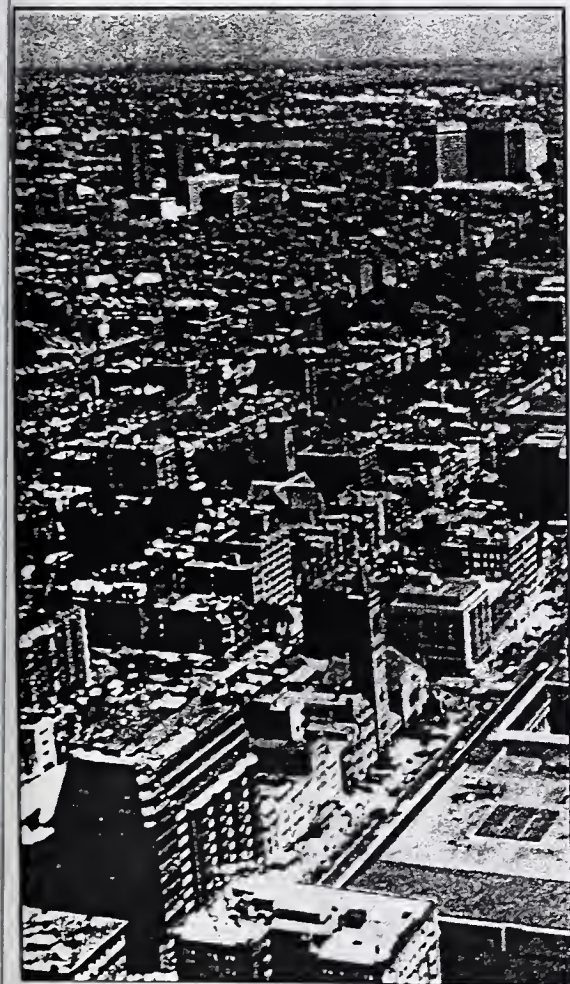
Always known for a rich cultural and historical profile, fine dining and unique attractions, Boston has rapidly emerged as a world-class meeting and convention city. The spectacular boom in hotel con-

almost 20,000 in the metropolitan area, Boston has become increasingly attractive to convention delegates, incentive groups and tourists.

The area's hotel offerings range from the classically traditional to the exquisitely modern, with the 230-room Boston Harbor Hotel as the newest crown jewel on the waterfront. Just beyond Boston, groups can choose from a variety of resorts, conference centers and elegant hotels for regional meet-

veniently attached to three major hotels via skybridges and plazas—the Sheraton Boston, Marriott Copley Place and Westin Hotel—and two shopping developments—Copley Place and Prudential Plaza. Known as the "Boston Complex," this configuration provides the conventioneer or visitor with virtually all they need under one roof. Located in the city's Back Bay district, there are an additional 3,000 hotel rooms within a five minute walk of the "Boston Complex" and the Convention Center.

Accessibility is one of Boston's strongest assets as a convention

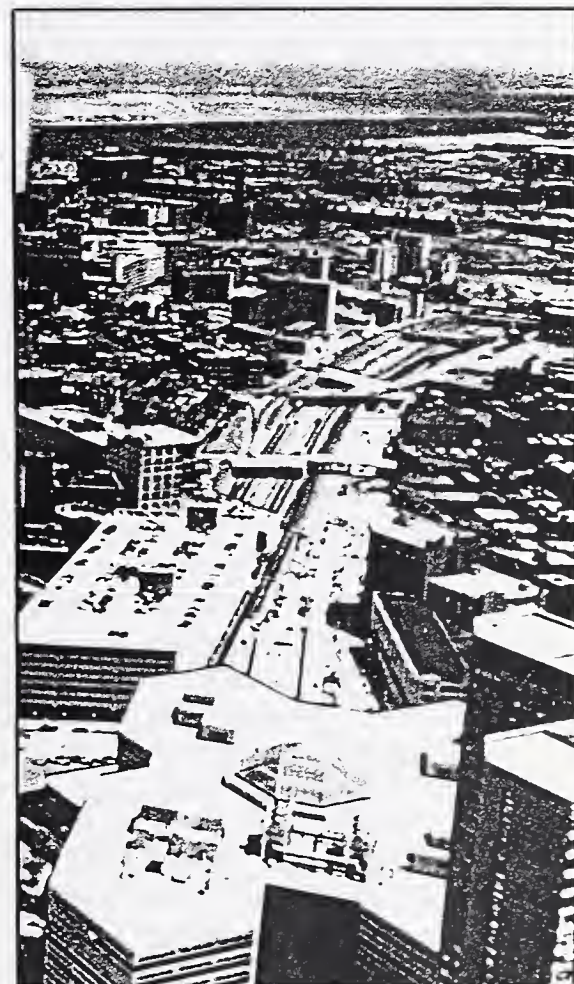


Panoramic view of Boston's Back Bay with John Hancock Tower in the center.

ings, seminars and special events.

Coinciding with this timely surge of hotel development is the upcoming opening of Boston's expanded Hynes Convention Center in January. The Center has doubled from 150,000 gross square feet to over 310,000 gross square feet of exhibition and meeting space.

The Convention Center is con-



city and overall visitor destination. Back Bay is just minutes away from Logan International Airport. Amtrak and major national bus lines enter Boston at strategic points near hotels and the city's

struction that began in 1981 is probably the most significant factor contributing to the city's changing image, pace and economy. By increasing the available hotel room inventory from 8,100 to



exhibition and convention facilities. And Boston is at the hub of major connecting interstate highways. Once in the city everything is extremely accessible by walking, public transportation or taxi. This is a geographically small city with big city amenities and an emphasis on convenience.

The New Revolution

If the American Revolution gave Boston and Massachusetts political independence, it can be said that the high technology revolution gave the city and state their economic independence. Within 25 to 30 miles of downtown Boston — mostly in the Route 128 and 495 areas — there are more than 1,000 high technology firms. Employ-

ing nearly a quarter of a million people, these companies have been a major factor in keeping the Massachusetts unemployment rate four percent below the national average for the past 11 years.

The state's high tech industry now employs about one-third of all persons in the state's manufacturing labor force, with the science and technology sector growing at a rate of about 40% in the past five years.

It is Greater Boston's leadership position in the high technology industry that attracted such major meetings as Apple Computer's MacWorld with 5,000 delegates, and the unprecedented DECWORLD '87 with 50,000 Digital Equipment Corporation employees and clients. Digital's eleven-day event required the use of the World Trade Center, 5,000 hotel rooms and the commissioning of the Queen Elizabeth II and Oceanic cruise ships to house attendees. Boston is able to accommodate all manner of special needs.

City on the Rise

By the end of 1987, Boston will have added more than seven million square feet of Class A office space to its current stock of 45 million square feet. That amount of new office space would be an accomplishment in any city. But

doing so amidst Boston's notorious "cow path" streets is remarkable. New construction now going on in the city is equal to that of Chicago, a municipality five times larger.

The completion of International Place in Spring, 1987, marked the largest privately-financed office project in the city's history. Built at a cost of about \$326 million, the project stands on 2.6 acres of land in the heart of Boston's financial district. The entire establishment consists of six connected buildings (the tallest of which rises 575 feet) and offers the city 1.7 million square feet of new office space and 100,000 square feet of retail space.

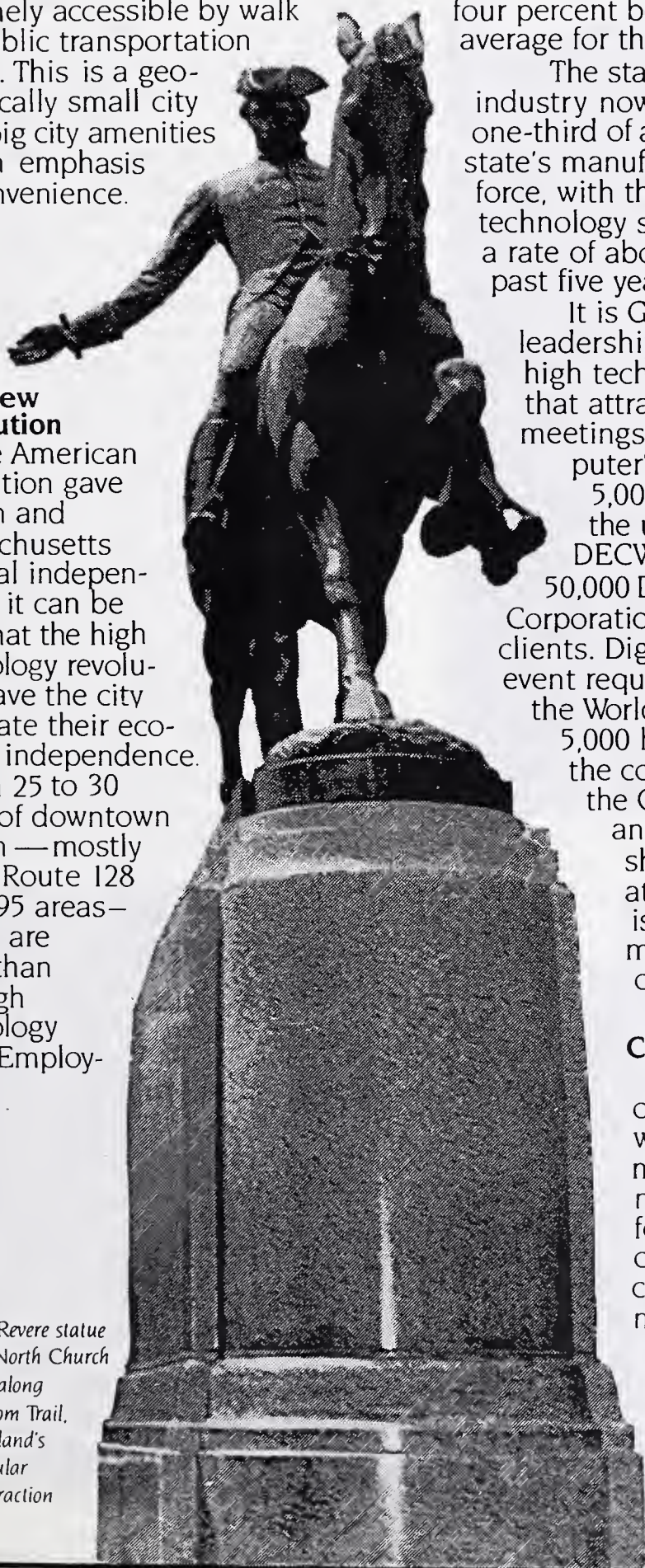
The city's skyline will continue to change over the next few years as new hotels continue to be developed. There are proposals pending that would add an additional 2,000 rooms to Boston's inventory before 1995.

A Leader in Medicine

Boston has always enjoyed a solid reputation as an international center for medical research, largely due to the outstanding credentials of its 35 hospitals and three medical schools: Harvard, Boston University and Tufts New England Medical Center. Beth Israel, Children's Hospital and the famous Massachusetts General Hospital are among the finest teaching hospitals in the world.

Massachusetts General Hospital is the original teaching hospital for Harvard Medical School, having opened in 1811, and is a prime contributor to the advancements of medicine throughout Boston and the country. This is the oldest voluntary, non-profit hospital in New England and has the largest hospital-based research program in the country. Massachusetts General was the first hospital to: use anesthesia, establish a hospital

The Paul Revere statue and Old North Church are stops along the Freedom Trail, New England's most popular visitor attraction





Downtown Crossing is one of the city's busiest shopping districts.



department of social services, perform a successful replantation of a severed limb, and, along with MIT and the Shriners Burn Institute, successfully develop artificial skin.

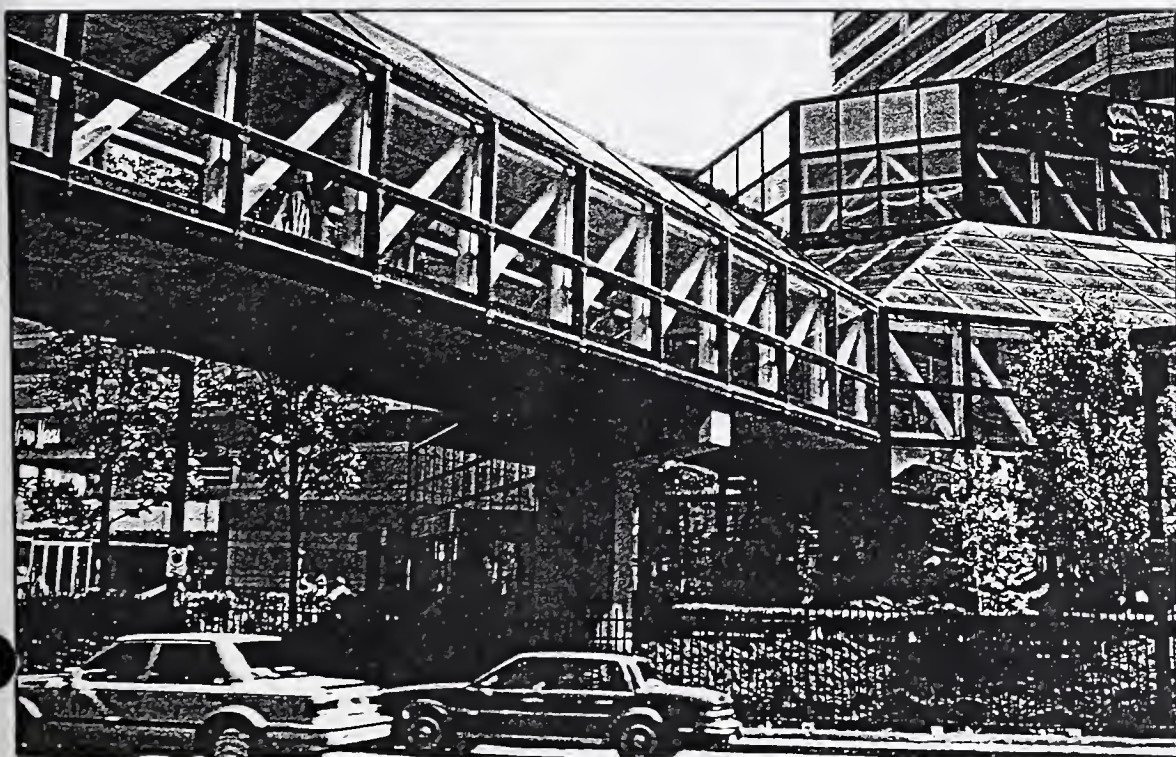
Boston's reputation as a medical "hub" dates back to the early years of American independence. The first Board of Health in this country was established by law in Boston on February 13, 1799. Paul Revere was its first president. More recently, the birth control pill was first tested and proven effective at the Free Hospital for Women (now part of the Brigham and Women's Hospital) in 1959.

These are the facts that contribute to many people choosing Boston when seeking the finest in medical care. It is also the atmosphere of learning, the healthy corporate and financial picture, and the highest level of government support for major new technological breakthroughs and business developments that make Boston a highly desirable meeting and convention destination. Industrial,

technological and medical inroads are being forged alongside the history that has already made Boston one of the most desirable destinations in the world.

Leisure Activities & Attractions

It's not all business, medicine and development that make Boston such a popular site for convention delegates, business travellers and tourists, but also the leisure and dining options to be found here. In addition to offering superior accommodations, Greater Boston hotels are also the locations for many of the finest gourmet restaurants in the



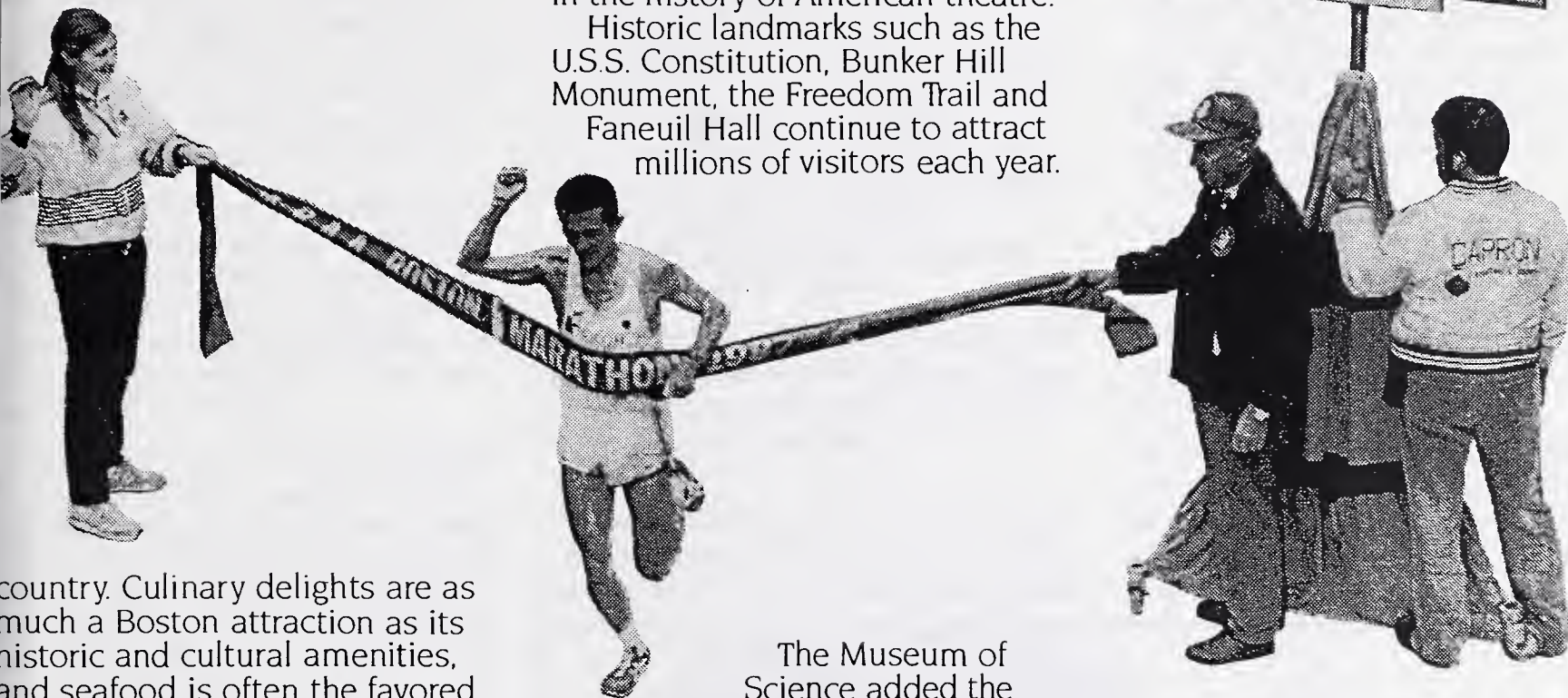
Skybridges link Copley Place with the hotels, Prudential Plaza and other components of the "Boston Complex"



Toshihiko Seko crosses the finish line to win the 1987 Boston Marathon, the nation's oldest and most prestigious marathon.

production, "Shear Madness," also became the nation's longest-running, non-musical production in the history of American theatre.

Historic landmarks such as the U.S.S. Constitution, Bunker Hill Monument, the Freedom Trail and Faneuil Hall continue to attract millions of visitors each year.



© David K. Smith

country. Culinary delights are as much a Boston attraction as its historic and cultural amenities, and seafood is often the favored choice. There are more than 2,000 restaurants in Boston, serving all manner of ethnic and domestic fare.

Hotels are often the centers for nightlife and entertainment in the area. There is no shortage of piano bars, jazz clubs, cabaret theatre performances and dancing among the Greater Boston hotels.

Hundreds of visitor attractions, including six legitimate theatres, seven repertory companies and many smaller theatres can be found in the Boston area. In November, Boston's longest-running theatre

The Museum of Science added the

OmniMax Theatre last year, the only theatre of its kind in the Northeast, giving visitors yet another unique Boston attraction to enjoy.

When the meeting or convention has concluded, Boston is a terrific gateway city for day trips to sunny North Shore or Cape Cod beaches, to Concord and Lexington historic tours, to Western Massachusetts or New Hampshire mountains.

The Boston Celtics (winners of 16 basketball world championships), the Boston Red Sox baseball team (winner of the American League championships), the Bos-

ton Bruins hockey team, the New England Patriots and the Boston Marathon (the nation's oldest and most prestigious) are five more good reasons to choose Boston as a visitor destination.

Elegance is affordable in Boston, particularly during the winter season when a group is assured greater value and a wide variety of unique activities. Theatre, music-themed festivals, special museum exhibits and some of the world's best dining make for a warm welcome to a world-class city.



MASSMEETINGS
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The spirit of Massachusetts is the spirit of America.



discussion with AIM

Hynes Ideal for Corporate Meetings

ew people have organized and hosted as many corporate meetings as Eugene C. Fetteroll, Jr., President of Human Resources of one of Massachusetts' largest and most respected associations, AIM — Associated Industries of Massachusetts.

a 19-year member of ASTD (American Society for Training & Development), Fetteroll has organized hundreds of events, from small meetings to large conventions. He knows the importance of the facility to the over-success of any event.

ly demands for small corporate meetings are very similar to my demands for large association events. The needs of both types of events are largely the same — they just differ in scale," Fetteroll observes. "My discussions with the staff at the Hynes Convention Center have convinced me that the new facility is ideal for corporate meetings as well as for conventions, and will be second to none when it comes to service."

As a past ASTD board member, past president of the Massachusetts and Rhode Island chapters, and current advisor to ASTD chapters, Fetteroll has developed an extensive list of demands for his facilities to meet. They include:

- Adequate ceiling heights, for projected presentations.
- No columns in the rooms.

- Excellent ventilation, to help deal with smokers vs. non-smokers.
- *Timely* food service.
- A full range of A-V equipment *on-site*.
- Dedication to the business:
 - Staff must arrive early.
 - Maintenance must be available at a moment's notice.
 - Staff should know the special needs of meetings.

"From what I've seen, the Hynes is first class all the way, and will rank right up at the top along with the nation's best *full-service* convention centers."

* * *

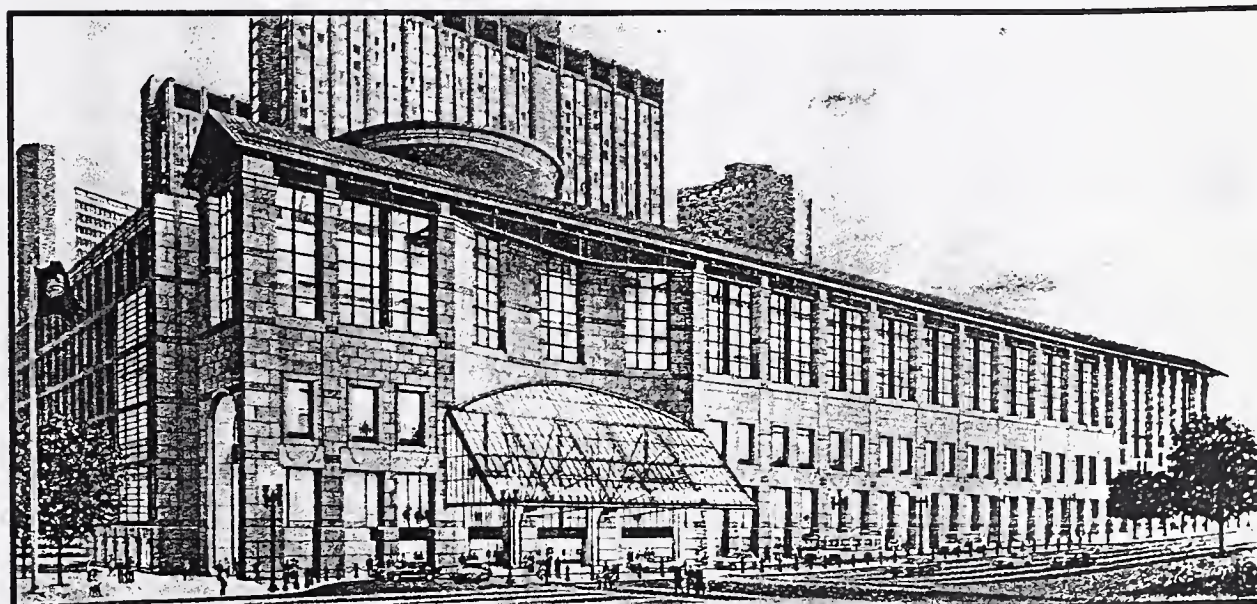
AIM is one of the country's most active manufacturers associations. Its 2,800 members range in size from small

manufacturing firms to the giants of industry.

Robert LaRosa, Executive Vice President of AIM, has been working in an advisory capacity with the Massachusetts Convention Center Authority for over a year. As a member of the Technical Advisory Committee on the Hynes opening, LaRosa has provided valuable input regarding the Hynes opening phase.

"The Associated Industries of Massachusetts hosts 30 to 50 meetings a year, so we are quite expert, as well as extremely demanding," LaRosa says. "I bring the users' viewpoint into every meeting."

"I can tell you from experience that everyone involved in the Hynes project is receptive to input and responsive to the needs of corporate meeting planners."



8 Dedicated Meeting Rooms

Hynes to Host Small Meetings, Too

When we say the Hynes is designed to serve the meeting and convention industry, we put just as much emphasis on the 'meeting' component as we do on the 'convention' component," says MCCA Director of Marketing Ernest A. Lucci. He cites the building's 38 dedicated meeting rooms as proof of his statement.

Corporate meetings are a very important segment of Boston's hospitality industry, and it is therefore an important focus for us at the Convention Center Authority," Lucci says. "From

the earliest planning stages we were firmly committed to creating a building that would provide hotel-quality meeting rooms for the corporate market and the association market."

The Hynes' 38 dedicated meeting rooms total 68,244 square feet, and accommodate five to 1,200 people in a truly first-class manner. All 38 meeting rooms are fully carpeted and have tastefully decorated walls. Painted cinderblock walls will *not* be found in any of the Hynes' meeting rooms.

The meeting rooms are spacious and comfortable, and have suspended

acoustical ceilings averaging 16 feet, which allows for all types of projection capabilities. In addition, all the rooms have built-in sound systems and accommodations for audio-visual presentations.

The ballroom and multi-purpose auditorium double as meeting space, bringing the total square footage of meeting space to 129,788 square feet.

For top V.I.P. functions the Hynes offers "Suite 300"—a large lounge/conference room with secure access, private reception hall, kitchen and restroom facilities.



Leahy

Continued from page 1

roughness — not to mention his memory — when he began recalling distances between electrical outlets, pillars and fire extinguishers for several convention centers. Not in feet, in inches!"

Leahy confesses that he's unabashedly enthusiastic about the meeting and convention industry. "This is all I've ever wanted to do, professionally," he says. "I studied facilities management at the University of Massachusetts, I worked on the facility side and on the exhibitor side. I know this business and I just plain love it."

Leahy began his duties as General Manager of the Hynes early in November.

Highly recommended

Many industry professionals went out their way to express their support and admiration for Leahy.

The director of a major exposition management firm wrote, in part, "Now that the Hynes is back, we as show managers need a General Manager with a proven track record. We need someone who has a working knowledge of the building and the show situation in Boston. We need a manager who is strong but fair. We need a General Manager who is sensitive to us — your customers. We need Mark Leahy."

The *Boston Herald* quoted Joanne Swilling, Director of the exhibition center at Boston's World Trade Center: "The guy's terrific. In this industry, where there is a crisis every minute, he handles the operation of the shows with a great sense of humor and a cool head."

You certainly won't find him working behind a desk. He'll be on the loading dock watching the freight come in, making sure there isn't any confusion."

Comments like these led the members of the Massachusetts Convention Authority to unanimously approve Leahy's appointment to the position as the first General Manager of the new John B. Hynes Veterans Memorial Convention Center.

Leahy's views

• "They've designed and constructed



Mark Leahy tours the Hynes' 5,000-seat multi-purpose auditorium, scheduled for completion soon during the Second Phase of the building's opening.

a beautiful building," Leahy exclaims. "I say 'they' because it's still very new to me. But I'm quickly becoming a part of the MCCA team."

"The Hynes has the feeling of a hotel, not a plain cinder block building like some convention centers. The marble, brass, and other finishing touches create a warm and inviting atmosphere. All buildings take on a 'personality,' and I believe the Hynes' personality is friendly, inviting, professional and completely first-class. Visitors will feel it when they visit us."

• "The building's location couldn't be better, situated among Boston's three largest convention hotels, and within convenient walking distance of several others. And many of Boston's best restaurants and shopping districts are nearby."

• "Service is what is going to distinguish the Hynes as someplace extra special. My philosophy is to take a pro-active role, not a reactive position. I anticipate the needs and desires of the groups holding events in the facility. I believe in extensive pre-planning, and will train my staff of Event Coordinators to carry through this philosophy."

"Through superior service, we will overcome any convention planner's concern about the Hynes being a 3-story building. The logistics of exposition set-up and tear-down will be my responsibility, not their problem. I've performed this function successfully many times in other multi-level buildings, and I know what works and

what doesn't.

"Every meeting coordinator and convention planner will experience top-quality service and a true feeling that the Hynes staff cares about the success of their event."

• "I believe that the success of small corporate meetings is just as important as that of the mega-conventions. *Everyone* who uses the Hynes will be treated in a truly first-class manner. Thus, every group that books the Hynes will be assigned an Event Coordinator, who will have the authority to implement the desires of the event's sponsors. These Event Coordinators will begin work on a visitor's behalf as far in advance as the group feels necessary."

• "I believe in being 'where the action is' — and for me that means being on the trade show floor and on the loading docks. A convention center is only as good as the people that actually do the work — unloading trucks, hauling crates and installing and dismantling booths."

"I'm a very visible worker; the tradespeople will see me and the association managers will see me. I believe in being responsive. Thus, my staff will be in radio contact at all times."

Excellence

Continued from page 1

throughout the country thought was improbable, if not impossible: the opening of a major convention center on schedule and on budget. This accomplishment illustrates our commitment to the industry and the level of professionalism of our dedicated staff.

Users of the Hynes will continue to experience this type of commitment and professionalism when they use our state-of-the-art facility. From our top-notch General Manager to our experienced staff of Event Coordinators, and from our in-house staff to our MASSMEETINGS sales representatives in Chicago, New York City and Washington, D.C., you'll find a level of commitment that is second to none.

We invite you to put us to the test.

